

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / MAY 2012

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: Mitt Romney, the Republican, and Barack Obama, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION				
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)	
BASE=TOTAL SAMPLE	600 100%	121 20%	91 15%	70 12%	110 18%	130 22%	78 13%	288 48%	312 52%	16 3%	61 10%	193 32% K	137 23% K	146 24%	62 10%	145 24% oR	61 10%	52 9%	140 23% oqR	93 16% R	182 30%	125 21%	173 29%	96 16%		
**D/S (ROMNEY - OBAMA)	13 2%	-18 -15%	12 13% BF	16 22% BEF	8 7% BF	-15 -12%	11 14% BF	22 8% I	-9 -3%	-5 -29%	-10 -17%	-4 -2% K	14 10% JKL	17 11% JKL	-8 -13%	19 13% ORS	9 15% ORS	-14 -26%	-7 -5% R	13 13% ORS	-11 -6% X	30 24% UWX	13 8% UX	-21 -21%		
TOTAL ROMNEY																										
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MAY, 2012	283 47%	46 38%	48 52% b	40 58% BF	55 50% b	52 40%	41 53% Bf	142 49%	141 45%	5 30%	21 35%	90 47%	72 52% jK	75 51% K	23 38%	78 54% OR	31 52% R	16 31%	64 46% r	50 54% oR	77 42%	73 58% UX	89 51% X	34 36%		
FEB, 2012	275 46%	46 39%	47 53% B	30 41%	59 55% Bdf	54 44%	39 45%	153 53% I	122 39%	8 58%	35 40%	88 45%	56 44%	75 50%	33 44%	69 54% rS	42 57% RSt	33 41%	49 37%	36 43%	-	-	-	-		
JAN, 2012	144 48%	32 47%	21 47%	13 42%	21 41%	36 58% e	20 51%	79 55% I	64 42%	2 32%	24 53%	42 45%	29 59% N	34 41%	21 49%	35 59% T	16 48%	19 46%	21 45%	18 34%	40 47%	27 42%	43 51%	27 48%		
TOTAL OBAMA																										
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MAY, 2012	269 45%	63 52% cDg	35 39%	25 35%	47 43%	68 52% cDg	30 39%	119 41%	150 48%	9 58%	31 51%	94 49%	58 42%	58 40%	32 51%	59 40%	22 37%	30 57% pQt	71 50% q	38 40%	88 48% V	42 34%	75 43%	55 57% VW		
FEB, 2012	287 48%	70 59% CEg	37 42%	36 49%	40 37%	63 51% E	40 46%	120 42%	167 53% H	3 25%	44 51% j	96 49% j	64 50% j	66 44%	39 52%	53 41% q	28 38%	38 48%	74 57% PQ	42 51% q	-	-	-	-		
JAN, 2012	117 39%	28 41%	17 38%	10 34%	24 45%	20 33%	18 45% 5	51 35%	66 43%	3 52%	14 31%	42 45% m	15 30%	38 46% km	15 36%	17 29%	16 49% p	18 43%	21 45% p	24 45% p	34 40%	27 43%	30 36%	25 43%		
DEFINITELY ROMNEY	242 40%	37 31%	43 48% B	34 49% Bf	45 41%	47 36%	34 44% b	124 43%	118 38%	3 18%	16 26%	73 38% jk	66 48% JKL	67 46% JK	18 30%	67 46% OR	31 52% OR	9 17%	58 41% R	41 44% oR	66 36%	59 47% uX	80 46% uX	29 30%		
PROBABLY ROMNEY	27 4%	6 5%	4 5%	4 6%	5 4%	2 2%	5 6%	11 4%	15 5%	2 11%	3 5%	9 5%	5 4%	6 4%	3 5%	7 5% Q	-	4 8% q	4 3% q	6 7% Q	9 5%	6 5%	6 4%	3 4%		
LEAN ROMNEY	14 2%	2 2%	-	2 2%	5 5% C	3 2%	2 3%	6 2%	8 2%	-	2 4%	8 4% Jm	1 1%	3 2% j	2 3%	4 3% q	-	3 6%	2 1%	3 3%	2 1%	7 6% uw	2 1%	2 2%		
LEAN OBAMA	4 1%	-	-	2 3%	2 2%	-	-	3 1%	1 -	1 7%	-	2 1%	-	1 1%	1 2%	1 1%	1 2%	-	1 1%	-	1 1%	1 1%	-	2 2%		
PROBABLY OBAMA	27 5%	5 4%	8 9% Fg	3 4%	8 7% F	2 1%	2 2%	10 3%	17 5%	1 7%	-	11 6% K	6 5% K	8 5% K	-	7 5% O	3 8% o	4 5% o	7 5% O	5 6% O	11 6% O	6 5%	6 3%	3 3%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X  
N A T I O N A L R E S E A R C H I N C

Continued

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BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)	
DEFINITELY OBAMA	238 40%	59 49% CDE	27 30%	20 28%	37 34%	66 51% CDEg	29 37%	106 37%	132 42%	7 45%	31 51% mN	80 42%	51 37%	50 34%	31 49% pQt	51 35%	18 30%	26 49% pq	63 45% pq	32 35%	76 41% V	35 28%	70 40% V	50 52% Vw		
UNDECIDED																										
MAY, 2012	37 6%	9 7%	5 6%	4 6%	4 4%	9 7%	6 8%	17 6%	20 6%	2 12%	7 11% 1	5 3%	7 5%	9 6%	3 4%	5 8%	5 12%	6 4%	6 4%	4 5%	12 7%	8 6%	9 5%	4 4%		
FEB, 2012	32 5%	3 2%	4 5%	7 10% B	8 7% b	4 4%	6 7%	13 4%	19 6%	2 17%	6 7%	10 5%	5 4%	6 4%	3 4%	7 5%	2 3%	7 9%	6 5%	5 6%	- -	- -	- -	- -		
JAN, 2012	32 11%	8 12% G	7 15% G	5 16% g	6 12% G	4 7%	1 2%	13 9%	19 12%	- -	8 16% J	8 8% J	5 11% J	9 11% J	6 14% q	6 10%	1 3%	4 9%	4 10%	9 16% Q	9 10%	8 13%	9 11%	5 9%		
REFUSED	11 2%	3 2%	3 3%	1 2%	3 3% g	1 1%	- -	10 3% I	1 -	- -	2 3% j	4 2% j	1 1%	4 2% j	3 6% rs	3 2% rs	3 4%	- -	- -	1 1% W	5 2% W	3 2%	- -	3 3%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X  
N A T I O N A L R E S E A R C H I N C

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)	
BASE=TOTAL SAMPLE	600 100%	198 33%	270 45%	132 22%	106 18%	92 15%	107 18%	163 27%	75 12%	57 10%	111 18%	197 33%	247 41%	132 22%	449 75%	19 3%	286 48%	200 33%	56 9%	99 17% UVWX	105 17%	101 17%	56 9%	96 16%	
**D/S (ROMNEY - OBAMA)	13 2%	147 74% CD	-145 -54%	12 9% C	75 70% GHIJ	72 78% GHIJ	-58 -54%	-87 -53%	5 7% GH	6 11% GH	-84 -76%	-50 -25% K	145 59% KL	-115 -87%	125 28% N	3 14% N	15 5% S	16 8% S	-15 -26%	-19 -19%	-8 -8% t	27 27% TUX	14 25% TUX	11 11% TU	
TOTAL ROMNEY																									
-----																									
MAY, 2012	283 47%	164 83% CD	53 20%	65 49% C	85 80% GHIJ	79 86% GHIJ	19 18%	34 21%	37 49% GH	28 49% GH	12 10%	62 31% K	190 77% KL	3 2%	271 60% N	8 45% N	138 48% s	102 51% S	19 33%	38 38%	45 43%	62 62% TU	33 59% Tu	50 53% t	
FEB, 2012	275 46%	154 78% CD	61 22%	61 46% C	80 79% GHIJ	74 76% GHIJ	35 32% H	25 16%	38 50% GH	23 41% H	10 8%	45 28% K	207 75% KL	7 5%	260 58% N	6 41% N	147 47%	86 48%	18 38%	- -	78 38%	64 52% U	32 48%	56 56% U	
JAN, 2012	144 48%	79 80% CD	31 22%	34 55% C	45 80% GHIJ	33 80% GHIJ	13 25%	18 21%	21 56% GH	13 54% GH	7 14%	37 36% K	91 73% KL	- -	142 63% NP	1 8%	72 53% s	46 43%	7 33%	- -	- -	- -	- -	- -	
TOTAL OBAMA																									
-----																									
MAY, 2012	269 45%	18 9%	198 73% BD	53 40% B	10 10%	7 8%	77 72% EFIJ	121 74% EFIJ	32 42% EF	22 38% EF	96 86% LM	111 57% M	45 18%	118 89% OP	146 32%	6 31%	122 43%	86 43%	33 60% QR	57 57% VWX	53 51% VW	35 35%	19 34%	39 41%	
FEB, 2012	287 48%	24 12%	199 74% BD	64 48% B	17 17% f	7 8%	69 62% EFI	129 82% EFGIJ	34 45% EF	30 53% EF	104 88% LM	107 67% M	50 18%	120 91% OP	160 36%	6 46%	146 47%	86 47%	27 55%	- -	109 54%	55 45%	28 42%	44 44%	
JAN, 2012	117 39%	11 11%	89 65% BD	17 27% B	7 12%	4 9%	32 65% EFIJ	57 65% EFIJ	11 30% eF	5 23%	40 77% LM	55 53% M	17 14%	53 90% OP	57 26%	6 48%	47 34%	50 46% q	10 46%	- -	- -	- -	- -	- -	
DEFINITELY ROMNEY	242 40%	149 75% CD	41 15%	53 40% C	79 74% GHIJ	69 76% GHIJ	14 13%	27 16%	31 41% GH	22 38% GH	11 9%	47 24% K	168 68% KL	1 1%	236 53% NP	5 25% n	119 42% S	91 46% S	14 24%	31 31%	37 35%	51 50% TU	30 54% TU	44 45% T	
PROBABLY ROMNEY	27 4%	9 5%	10 4%	7 5% C	3 3%	6 7%	4 4%	6 4%	4 5%	3 6%	1 1%	9 5% K	15 6% K	1 1%	23 5% N	2 10%	11 4%	8 4%	7 7%	6 6%	5 5%	8 8%	3 3%	3 3%	
LEAN ROMNEY	14 2%	6 3%	2 1%	5 4%	3 3%	3 3%	1 1%	2 1%	2 3%	3 5%	- -	6 3% K	7 3% K	- -	12 3% N	2 10%	8 3%	3 1%	1 2%	1 1%	4 3%	3 3%	1 2%	4 4%	
LEAN OBAMA	4 1%	2 1%	1 1%	1 1%	2 2%	- -	- -	1 1%	1 1%	- -	- -	2 1% K	2 1% K	1 1%	3 1% K	- -	3 1% s	1 -	- -	- -	1 1%	1 1%	1 2%	1 1%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X  
N A T I O N A L R E S E A R C H I N C

Continued

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BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
PROBABLY OBAMA	27 5%	5 3%	16 6% b	6 5%	1 1%	4 4%	5 5% e	11 7% E	4 5%	2 4%	6 5%	13 6% M	4 2%	9 7% P	18 4% P	- -	12 4%	9 4%	5 9%	7 7% V	6 6% V	1 1%	3 6%	2 2%
DEFINITELY OBAMA	238 40%	11 5%	181 67% BD	46 35% B	7 7%	3 4%	72 67% EFGI	109 67% EFGI	27 36% EF	19 34% EF	90 81% LM	97 49% M	38 16%	107 81% OP	125 28%	6 31%	107 37%	77 38%	28 51% q	50 51% VWx	46 44% W	33 33%	15 27%	36 38%
UNDECIDED																								
MAY, 2012	37 6%	14 7%	14 5%	9 7%	9 8%	6 6%	6 6%	8 5%	3 4%	6 11%	3 2%	19 10% KM	10 4%	7 5%	26 6%	5 25%	21 7%	8 4%	2 3%	3 3%	2 2%	4 4%	4 6%	6 6%
FEB, 2012	32 5%	17 9% C	8 3%	7 5%	4 4%	13 13% EGHI	5 5%	2 1%	3 4%	4 7%	3 3%	8 5%	16 6%	4 3%	26 6%	2 13%	17 5%	8 4%	3 7%	- -	15 7% VX	3 2%	6 9% vX	1 1%
JAN, 2012	32 11%	9 9%	15 11%	8 13%	5 8%	5 11%	5 10%	10 11%	3 9%	5 20%	3 7%	8 8%	15 12%	5 9%	22 10%	3 29%	16 12%	10 9%	2 11%	- -	- -	- -	- -	- -
REFUSED	11 2%	2 1%	4 2%	5 3%	2 2%	- -	4 4% FH	- -	4 5% fh	1 2%	1 1%	5 2%	4 1%	5 4% p	6 1% P	- -	5 2%	4 2%	2 3%	2 2%	4 4% vwX	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X  
N A T I O N A L R E S E A R C H I N C