

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 2012

Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Barack Obama

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 OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	134 22%	77 13%	69 12%	112 19%	125 21%	83 14%	288 48%	312 52%	21 3%	79 13%	170 28%	145 24%	137 23%	62 10%	127 21%	78 13%	69 11%	136 23%	81 13%	173 29%	154 26%	153 26%	99 17%
**D/S (FAVORABLE - UNFAVORABLE)	-21 -3%	1 -	-17 -22%	13 19%	-2 -2%	-3 -3%	-11 -14%	-24 -8%	3 1%	5 25%	19 24%	-19 -11%	5 3%	-32 -24%	11 18%	-25 -20%	-9 -12%	8 11%	9 7%	-16 -20%	-20 -11%	-7 -5%	-17 -11%	20 20%
TOTAL HEARD OF	599 100%	134 100%	77 100%	69 100%	112 100%	125 100%	82 99%	287 100%	312 100%	21 100%	79 100%	170 99%	145 100%	137 100%	62 100%	126 99%	78 100%	69 100%	136 100%	81 100%	172 99%	154 100%	153 100%	99 100%
TOTAL FAVORABLE																								
JUL 16-18, 2012	282 47%	66 49% c	28 37%	41 59% Cg	53 47%	59 47%	35 43%	128 45%	154 49%	13 60% n	47 60% LN	73 43%	74 51% N	51 37%	36 59% PqT	49 38%	33 42%	36 52% p	71 52% Pt	32 39%	74 43%	71 46%	65 42%	59 60% UVW
MAY 19-20, 2012	299 50%	69 57% D	42 46%	27 39%	52 47%	72 55% D	37 47%	135 47%	164 52%	11 68% m	36 58% m	101 52%	61 44%	68 47%	37 60% PQ	63 44%	24 40%	34 65% PQt	72 52%	46 49%	99 54% V	46 36%	83 48% V	59 62% VW
FEB 27-28, 2012	292 49%	69 58% CE	37 42%	40 54% e	43 40%	61 49%	43 49%	121 42%	172 55% H	2 17%	44 51% J	98 50% J	67 54% J	69 46% J	34 46%	57 44%	28 38%	42 53% q	75 57% PQ	45 54% Q	- -	- -	- -	- -
TOTAL UNFAVORABLE																								
JUL 16-18, 2012	303 50%	65 48%	46 59% D	28 41%	55 49%	62 50%	47 56% d	152 53%	150 48%	7 35%	28 36%	92 54% K	69 48%	83 61% JKM	25 40%	74 58% ORs	43 54%	28 41%	62 45%	48 60% ORs	94 55% X	78 51% x	82 54% X	39 39%
MAY 19-20, 2012	286 48%	45 37%	48 52% B	40 57% Bf	58 53% B	56 43% b	39 50% b	145 51%	140 45%	4 25%	25 40%	84 44%	75 55% Jkl	76 52% J	22 36%	78 54% OR	37 60% ORS	18 35%	63 45%	46 49%	80 44%	75 60% UX	86 50% X	35 37%
FEB 27-28, 2012	286 48%	49 41%	45 51%	31 41% BD	62 58% BD	60 48%	40 46%	156 54% I	131 42%	8 57%	40 46%	88 45%	57 45%	77 52%	35 47%	68 53% s	44 60% RSt	33 41%	52 40%	38 45%	- -	- -	- -	- -
VERY FAVORABLE	200 33%	50 37% g	21 27%	30 43% ceG	33 29%	45 36%	21 26%	91 32%	109 35%	9 45%	26 33%	53 31%	51 35%	40 29%	23 38%	32 25%	27 35%	22 32%	51 37% P	24 30%	54 31%	46 30%	44 29%	49 49% UVW
SOMEWHAT FAVORABLE	81 14%	16 12%	7 10%	11 16%	20 18%	13 11%	14 17%	37 13%	44 14%	3 15%	21 27% LN	19 11%	23 16% N	11 8%	13 21% Qt	17 13%	6 8%	14 20% Qt	21 15% q	7 9%	21 12%	25 16%	21 14%	11 11%
SOMEWHAT UNFAVORABLE	45 7%	11 8% g	6 8%	6 8%	6 6%	14 11% G	2 3%	16 5%	29 9% h	2 9%	6 7%	11 6%	14 10%	9 6%	4 7%	7 5%	4 5%	7 10%	12 9%	7 9%	16 9%	8 5%	14 9%	6 6%

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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Barack Obama

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 OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)	
VERY UNFAVORABLE	258 43%	54 41%	40 51% Df	22 32%	49 43%	49 39%	44 54% bDF	136 47% I	121 39%	5 26%	22 28%	81 47% jK	55 38%	75 54% JKM	20 33%	67 53% ORS	39 50% oRs	21 31%	50 36%	41 51% ORS	78 45% x	70 46% x	68 44%	34 34%	
HEARD OF/NO OPINION	15 2%	3 3% dg	3 4%	-	5 4% DG	4 3% dg	-	7 2%	8 3%	1 4%	3 4%	5 3%	2 1%	3 3%	1 1%	3 3%	4 6%	3 2%	1 1%	3 2%	4 3%	6 4% x	1 1%		
NEVER HEARD OF	1 -	-	-	-	-	-	1 1%	1 -	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.0	0.6	1.5	1.0	0.9	0.8	0.8	1.0	1.7	1.7	0.8	1.1	0.6	1.5	0.7	0.8	1.3	1.2	0.7	0.8	0.9	0.8	1.5	

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N A T I O N A L R E S E A R C H I N C

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Barack Obama

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- EMBL- 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%	100 17%	98 16%	123 21%	147 24%	64 11%	68 11%	115 19%	185 31%	268 45%	132 22%	450 75%	18 3%	283 47%	193 32%	71 12% QR	89 15% UVX	119 20%	97 16%	76 13% UV	90 15%
**D/S (FAVORABLE - UNFAVORABLE)	-21 -3%	-151 -76%	122 45% BD	8 6% B	-82 -82%	-69 -70%	65 53% EFHIJ	57 39% EFIJ	-7 -10% EF	15 22% EFI	98 85% LM	57 31% M	-183 -68%	114 86% OP	-134 -30%	-2 -2% O	-24 -9%	-22 -11%	18 25% QR	28 31% UVWX	-12 -10% V	-24 -25%	12 16% UVX	- - UV
TOTAL HEARD OF	599 100%	198 100%	270 100%	131 99%	100 100%	98 100%	123 100%	147 100%	63 99%	68 100%	115 100%	185 100%	268 100%	132 100%	449 100%	18 100%	282 100%	193 100%	71 100%	89 100%	119 100%	97 99%	76 100%	90 100%
TOTAL FAVORABLE																								
JUL 16-18, 2012	282 47%	22 11% BD	192 71% BD	68 52% B	8 8%	13 14%	93 75% EFIJ	99 67% EFI	27 42% EF	41 61% EFI	106 92% LM	118 64% M	38 14%	121 92% OP	152 34%	9 49%	126 45%	83 43%	42 60% QR	58 65% UVX	51 43%	34 35%	44 57% uV	44 49% v
MAY 19-20, 2012	299 50%	28 14% BD	207 76% BD	65 49% B	17 16%	10 11%	83 78% EFIJ	124 76% EFIJ	35 47% EF	30 52% EF	96 87% LM	129 65% M	52 21%	126 95% Op	160 36%	13 70% O	129 45%	94 47%	41 73% QR	60 60% VWX	60 57% VW	39 38%	21 38%	43 45%
FEB 27-28, 2012	292 49%	28 14% BD	206 76% BD	58 44% B	19 19% F	9 9%	75 67% EFI	131 83% EFGIJ	26 35% EF	32 56% EFI	103 87% LM	103 64% M	62 23%	123 93% OP	162 36%	7 53%	148 48%	86 48%	26 54%	- - vW	111 54% vW	53 43%	27 40%	49 49%
TOTAL UNFAVORABLE																								
JUL 16-18, 2012	303 50%	172 87% CD	70 26%	60 46% C	90 90% GHIJ	82 84% GHIJ	28 23%	42 29% GH	34 53% GH	27 39% G	8 7%	61 33% K	221 82% KL	8 6% N	286 64% N	9 51% N	151 53% S	105 55% S	24 34% S	30 34%	63 53% T	59 60% TW	31 41%	44 49% t
MAY 19-20, 2012	286 48%	163 82% CD	58 21%	64 49% C	85 80% GHIJ	78 85% GHIJ	22 21%	36 22% GH	38 51% GH	26 46% GH	12 11%	62 31% K	192 78% KL	1 1% NP	278 62% NP	6 30% N	145 51% S	104 52% S	14 25% S	35 35%	43 41% TU	61 61% TU	34 60% TU	49 52% T
FEB 27-28, 2012	286 48%	160 81% CD	58 22%	68 52% C	78 77% GHIJ	82 85% GHIJ	33 30% H	25 16% GHJ	45 60% GHJ	24 41% H	14 12%	46 29% K	209 76% KL	7 5% N	271 60% N	6 42% N	153 49%	91 50%	19 39%	- - U	82 40% U	65 53% U	39 58% U	50 50%
VERY FAVORABLE	200 33%	7 4% BD	146 54% BD	47 36% B	3 3%	4 4%	68 55% EFIj	78 53% EFIj	20 31% EF	27 40% EF	84 73% LM	79 43% M	22 8%	97 73% O	95 21%	9 49%	86 30%	61 32%	31 44% q	41 47% UVx	36 31%	26 27%	32 42% V	29 32%
SOMEWHAT FAVORABLE	81 14%	15 7% B	46 17% B	21 16% B	5 5%	9 10%	25 20% EFi	21 14% E	7 11%	14 20% Ef	22 19% M	39 21% M	17 6%	25 19% P	57 13% P	- - v	41 14%	22 11%	11 16%	17 19% v	15 12%	8 9%	12 16%	15 17%
SOMEWHAT UNFAVORABLE	45 7%	22 11% C	12 4%	11 8%	9 9%	13 13% G	3 2%	10 7% g	5 7%	6 9% g	2 2%	16 9% K	23 9% K	1 1% NP	43 10% NP	- - v	20 7%	14 7%	2 3%	3 3%	10 8%	7 7%	5 6%	7 8%

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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Barack Obama

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)
VERY UNFAVORABLE	258 43%	150 76% CD	58 21%	50 38% C	82 81% fGHIJ	69 71% GHIJ	26 21%	32 22%	29 46% GHj	20 30%	7 6%	45 24% K	198 74% KL	6 5%	242 54% N	9 51% N	131 46% S	91 47% S	22 31%	27 31%	53 45% t	52 53% TW	27 35%	37 41%
HEARD OF/NO OPINION	15 2%	4 2%	8 3%	2 2%	2 2%	2 2%	2 2%	6 4% J	2 4%	-	1 1%	6 3%	8 3%	3 2%	12 3% P	-	5 2%	5 2%	4 6%	1 1%	4 4%	4 4%	1 1%	2 2%
NEVER HEARD OF	1 -	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 -	-	1 -	-	1 -	-	-	-	-	1 1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.1	2.7	1.1	0.1	0.2	3.3	2.4	0.8	1.6	12.8	1.9	0.2	16.2	0.5	1.0	0.8	0.8	1.7	1.9	0.8	0.6	1.4	1.0

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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Barack Obama

BANNER 3

	NOVEMBER VOTE LIKELIHOOD				DIRECTION OF NC		GENERIC BALLOT			OBAMA IMAGE		ROMNEY IMAGE		MCCRORY IMAGE		DALTON IMAGE		TEA PARTY IMAGE		OBAMA APPROVAL		
	TOTAL (A)	10 (B)	10-8 (C)	7-5 (D)	4-1 (E)	RIGHT DIR (F)	WRNG TRK (G)	GOP (H)	DEM (I)	UND (J)	FAV (K)	UNFAV (L)	FAV (M)	UNFAV (N)	FAV (O)	UNFAV (P)	FAV (Q)	UNFAV (R)	FAV (S)	UNFAV (T)	APP (U)	DISAP (V)
BASE=TOTAL SAMPLE	600 100%	545 91% E	579 97% E	20 3% E	1 -	148 25%	377 63%	272 45% J	252 42% J	59 10%	282 47%	303 50%	298 50%	263 44%	306 51%	141 24%	181 30%	126 21%	224 37%	269 45%	290 48%	301 50%
**D/S (FAVORABLE - UNFAVORABLE)	-21 -3%	-34 -6%	-25 -4%	6 28% BC	-1 -100%	38 25% G	-73 -19%	-234 -86%	218 87% HJ	-4 -7% H	282 100% L	-303 -100%	-239 -80%	212 81% M	-152 -50%	107 76% O	84 47% R	-58 -46%	-186 -83%	178 66% S	243 84% V	-271 -90%
TOTAL HEARD OF	599 100%	544 100%	578 100%	20 100%	1 100%	148 100%	376 100%	271 100%	252 100%	59 100%	282 100%	303 100%	297 100%	263 100%	305 100%	141 100%	181 100%	126 100%	223 100%	269 100%	290 100%	300 100%
TOTAL FAVORABLE																						
JUL 16-18, 2012	282 47%	248 45% E	270 47% E	12 62% E	- -	92 62% G	147 39%	17 6%	233 92% HJ	25 41% H	282 100% L	- -	28 10%	237 90% M	74 24%	124 87% O	132 73% R	32 25%	18 8%	220 82% S	263 91% V	11 4%
MAY 19-20, 2012	299 50%	268 49%	279 49%	15 76% BC	4 69%	96 66% G	157 43%	28 11%	233 94% HJ	31 43% H	299 100% L	- -	52 18%	216 85% M	84 29%	105 87% O	160 82% R	32 25%	- -	- -	282 92% V	14 5%
FEB 27-28, 2012	292 49%	265 48%	277 48%	13 61%	2 38%	98 67% G	126 36%	- -	- -	- -	292 100% L	- -	- -	- -	- -	- -	- -	- -	- -	- -	272 95% V	9 3%
TOTAL UNFAVORABLE																						
JUL 16-18, 2012	303 50%	282 52%	295 51%	7 34%	1 100% BCD	55 37%	221 59% F	251 92% IJ	15 6%	29 49% I	- -	303 100% K	267 90% N	24 9%	226 74% P	16 11%	48 26%	90 72% Q	204 91% T	42 16%	20 7%	283 94% U
MAY 19-20, 2012	286 48%	267 49% D	281 49% D	3 17%	2 31%	45 31% F	206 56% F	228 88% IJ	12 5%	33 45% I	- -	286 100% K	230 81% N	37 15%	199 70% P	16 13%	36 18%	95 75% Q	- -	- -	18 6%	258 94% U
FEB 27-28, 2012	286 48%	267 49%	275 48%	7 31%	3 62%	47 32% F	208 60%	- -	- -	- -	- -	286 100% K	- -	- -	- -	- -	- -	- -	- -	- -	10 4%	272 93% U
VERY FAVORABLE	200 33%	178 33% E	191 33% E	9 45% E	- -	65 44% G	99 26%	3 1%	181 72% HJ	14 23% H	200 71% L	- -	9 3%	185 70% M	46 15%	95 68% O	100 55% R	23 18%	5 2%	166 62% S	193 67% V	6 2%
SOMEWHAT FAVORABLE	81 14%	70 13% E	78 13% E	3 16% e	- -	27 18%	48 13%	14 5%	52 21% H	11 19% H	81 29% L	- -	19 6%	51 19% M	27 9%	28 20% O	32 18% R	9 7%	13 6%	54 20% S	70 24% V	5 2%
SOMEWHAT UNFAVORABLE	45 7%	39 7%	42 7%	2 12%	1 100% BCD	12 8%	27 7%	26 9%	3 1%	10 17% I	- -	45 15% K	36 12% N	8 3%	29 9% P	4 3%	9 5%	10 8%	22 10% T	9 3%	7 2%	38 13% U

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N A T I O N A L R E S E A R C H I N C

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Barack Obama

BANNER 3

	NOVEMBER VOTE LIKELIHOOD				DIRECTION OF NC		GENERIC BALLOT			OBAMA IMAGE		ROMNEY IMAGE		MCCRORY IMAGE		DALTON IMAGE		TEA PARTY IMAGE		OBAMA APPROVAL		
	TOTAL (A)	10 (B)	10-8 (C)	7-5 (D)	4-1 (E)	RIGHT DIR (F)	WRNG TRK (G)	GOP (H)	DEM (I)	UND (J)	FAV (K)	UNFAV (L)	FAV (M)	UNFAV (N)	FAV (O)	UNFAV (P)	FAV (Q)	UNFAV (R)	FAV (S)	UNFAV (T)	APP (U)	DISAP (V)
VERY UNFAVORABLE	258 43%	243 45% DE	253 44% DE	4 22% e	-	43 29%	193 51% F	225 83% IJ	11 5%	19 31% I	-	258 85% K	231 77% N	17 6%	197 64% P	12 8%	39 22%	80 64% Q	182 81% T	33 12%	13 5%	245 81% U
HEARD OF/NO OPINION	15 2%	14 3% E	14 2% E	1 4%	-	1 1%	8 2%	3 1%	4 2%	6 10% HI	-	-	2 1%	2 1%	5 2%	2 1%	1 1%	4 3%	1 -	7 3% S	7 2%	6 2%
NEVER HEARD OF	1 -	1 -	1 -	-	-	-	1 -	1 -	-	-	-	-	1 -	-	1 -	-	-	-	1 -	-	-	1 -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.9	0.9	1.8	-	1.7	0.7	0.1	15.7	0.8	-	-	0.1	9.8	0.3	7.6	2.8	0.4	0.1	5.2	13.2	-

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  
 NATIONAL RESEARCH INC

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Mitt Romney

BANNER 1

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	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 OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	134 22%	77 13%	69 12%	112 19%	125 21%	83 14%	288 48%	312 52%	21 3%	79 13%	170 28%	145 24%	137 23%	62 10%	127 21%	78 13%	69 11%	136 23%	81 13%	173 29%	154 26%	153 26%	99 17%
**D/S (FAVORABLE - UNFAVORABLE)	35 6%	5 4%	22 29%	-9 -13%	4 4%	- -	12 15%	38 13%	-3 -1%	-7 -34%	-12 -16%	14 8%	8 6%	39 29%	-6 -9%	28 22%	15 19%	-11 -15%	-2 -1%	17 21%	16 9%	14 9%	16 10%	-11 -11%
TOTAL HEARD OF	597 99%	133 99%	77 100%	69 100%	111 99%	124 99%	83 100%	287 100%	309 99%	19 93%	78 99%	170 100%	145 100%	137 99%	62 100%	127 100%	78 99%	66 96%	136 100%	81 100%	172 99%	153 99%	152 99%	99 100%
TOTAL FAVORABLE																								
JUL 16-18, 2012	298 50%	66 49%	47 61%	26 38%	53 47%	60 48%	46 56%	154 54%	144 46%	6 27%	31 39%	87 51%	73 50%	84 61%	74 58%	44 56%	26 38%	62 46%	47 58%	89 51%	79 51%	79 51%	41 42%	
MAY 19-20, 2012	283 47%	40 33%	50 55%	38 55%	62 56%	57 43%	36 46%	145 50%	138 44%	2 13%	22 36%	84 44%	69 50%	81 55%	73 50%	39 63%	17 32%	58 41%	49 53%	74 41%	69 55%	86 50%	42 43%	
TOTAL UNFAVORABLE																								
JUL 16-18, 2012	263 44%	60 45%	25 33%	36 51%	49 44%	59 48%	34 41%	117 41%	146 47%	13 61%	43 54%	73 43%	65 45%	45 33%	32 52%	47 37%	29 37%	36 53%	64 47%	30 37%	73 42%	65 42%	63 41%	53 53%
MAY 19-20, 2012	253 42%	57 47%	34 38%	23 33%	42 38%	65 50%	32 41%	114 40%	138 44%	9 58%	35 58%	87 45%	59 43%	46 31%	35 56%	59 41%	15 25%	28 54%	68 49%	31 33%	81 45%	42 33%	75 43%	48 50%
VERY FAVORABLE	152 25%	34 26%	30 39%	10 15%	23 21%	32 26%	22 27%	86 30%	66 21%	2 9%	10 12%	32 19%	38 26%	59 43%	9 15%	38 30%	31 39%	6 8%	26 19%	31 39%	51 30%	42 27%	35 23%	21 21%
SOMEWHAT FAVORABLE	146 24%	31 23%	17 23%	16 23%	30 27%	27 22%	24 29%	69 24%	77 25%	4 18%	21 27%	54 32%	35 24%	25 18%	18 28%	36 29%	13 17%	20 29%	36 27%	16 20%	38 22%	37 24%	44 29%	21 21%
SOMEWHAT UNFAVORABLE	72 12%	22 17%	4 5%	7 10%	16 14%	14 11%	10 11%	26 9%	46 15%	3 16%	13 16%	21 13%	15 11%	12 9%	11 18%	9 7%	5 6%	12 18%	18 14%	10 12%	16 9%	17 11%	20 13%	15 16%
VERY UNFAVORABLE	191 32%	38 29%	21 28%	29 41%	33 30%	46 37%	24 29%	91 32%	100 32%	9 45%	30 38%	51 30%	49 34%	33 24%	21 34%	38 30%	24 30%	24 35%	46 34%	20 25%	57 33%	49 32%	43 28%	37 38%
HEARD OF/NO OPINION	35 6%	6 5%	5 6%	7 11%	9 8%	4 4%	3 3%	16 6%	19 6%	1 4%	4 5%	11 6%	7 5%	8 6%	3 5%	6 5%	5 6%	4 5%	9 7%	4 5%	10 6%	8 5%	11 7%	5 5%

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

Table 6-1  
 QUESTION 6:  
 Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Mitt Romney

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 OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
NEVER HEARD OF	3 1%	2 1%	-	-	1 1%	1 1%	-	1 -	3 1%	2 7%	1 1%	-	-	1 1%	-	-	1 1%	3 4%	-	-	1 1%	2 1%	1 1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	1.1	1.9	0.7	1.1	1.0	1.4	1.3	1.0	0.4	0.7	1.2	1.1	1.9	0.8	1.6	1.5	0.7	1.0	1.6	1.2	1.2	1.3	0.8

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  
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Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Mitt Romney

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- EML- 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%	100 17%	98 16%	123 21%	147 24%	64 11%	68 11%	115 19%	185 31%	268 45%	132 22%	450 75%	18 3%	283 47%	193 32%	71 12% QR	89 15% UVX	119 20%	97 16%	76 13% UV	90 15%
**D/S (FAVORABLE - UNFAVORABLE)	35 6%	148 75% CD	-103 -38%	-10 -8% C	84 83% FGHIJ	64 66% GHIJ	-50 -40%	-53 -36%	4 6% GHJ	-14 -20% Gh	-90 -78%	-53 -28% K	186 69% KL	-89 -68%	124 27% NP	2 2% N	22 8% S	40 21% QS	-24 -34%	-19 -21%	4 3% TW	30 31% TUWX	-5 -7% T	1 1% TW
TOTAL HEARD OF	597 99%	197 99%	268 99%	131 99%	100 100%	97 99%	123 100%	145 99%	63 99%	68 100%	114 99%	185 100%	267 99%	130 99%	448 100%	18 100%	281 99%	193 100%	69 98%	87 98%	118 99%	97 100%	76 100%	89 99%
TOTAL FAVORABLE																								
JUL 16-18, 2012	298 50%	168 85% CD	73 27%	57 43% C	91 91% FGHIJ	77 79% GHIJ	34 27%	40 27%	30 47% GH	27 39% h	8 7% 7	62 33% K	218 81% KL	15 12%	274 61% N	9 51% N	145 51% S	109 56% S	21 29%	32 36%	56 47%	60 62% TUWX	33 44%	43 48%
MAY 19-20, 2012	283 47%	162 82% CD	62 23%	59 45% C	88 83% GHIJ	74 81% GHIJ	22 20%	40 25%	35 47% GH	24 42% GH	18 16% 16	70 36% K	174 70% KL	19 15%	257 57% N	7 37%	134 47% S	107 53% S	18 32%	40 41%	44 42%	52 52%	36 63% TUx	47 49%
TOTAL UNFAVORABLE																								
JUL 16-18, 2012	263 44%	20 10%	176 65% BD	67 51% B	7 7% 7	13 13%	83 67% EFI	93 63% EFI	26 41% EF	40 60% EFI	99 86% LM	114 62% M	32 12%	104 79% Op	150 33%	9 49%	123 44%	69 36%	44 63% QR	51 58% uV	52 44% v	31 31% V	38 50% V	42 47% V
MAY 19-20, 2012	253 42%	19 10%	175 65% BD	59 45% B	12 11%	7 7%	69 65% EFIJ	106 65% EFIJ	33 44% EF	26 45% EF	86 78% LM	106 54% M	49 20%	92 70% Op	152 34%	8 44%	122 43%	72 36%	31 56% R	41 42% W	53 50% W	41 40% W	13 24%	41 43% W
VERY FAVORABLE	152 25%	93 47% CD	35 13%	24 19%	54 54% fGHIJ	39 40% GHIJ	18 15%	16 11%	14 21% h	11 16% 11	1 1%	22 12% K	126 47% KL	1 1%	143 32% N	7 40% N	65 23% S	73 38% QS	8 12%	20 23%	28 23%	36 37% tuWX	16 21%	19 22%
SOMEWHAT FAVORABLE	146 24%	75 38% CD	39 14%	32 24% C	37 37% GHj	38 39% GHIJ	15 12%	23 16%	16 25% G	16 23% g	7 6%	40 21% K	92 34% KL	14 10%	130 29% N	2 11%	80 28% Rs	36 19%	12 17%	12 13%	28 23% t	25 25% T	17 23%	23 26% T
SOMEWHAT UNFAVORABLE	72 12%	13 7%	37 14% B	21 16% B	4 4% 4	9 9%	16 13% E	22 15% E	5 9% EF	16 23% EFgI	14 12% M	38 21% kM	12 5%	20 15% P	52 12% P	- -	42 15% R	13 7%	8 11%	12 14% v	13 11%	5 5% V	11 15% V	18 20% uV
VERY UNFAVORABLE	191 32%	7 4%	138 51% BD	46 35% B	3 3%	4 4%	67 55% EFIJ	71 49% EFI	21 33% EF	25 36% EF	85 74% LM	76 41% M	19 7%	85 64% O	98 22%	9 49%	81 29%	56 29%	36 51% QR	39 44% VX	39 33%	26 26%	27 36%	24 27%
HEARD OF/NO OPINION	35 6%	8 4%	19 7%	8 6%	2 2%	6 6% j	7 6% 6	12 8% EJ	7 11% EJ	1 1%	6 6%	9 5%	17 6%	11 8% P	25 5% P	- -	13 5% 5	15 8% 8	4 6%	4 4%	10 9%	6 7%	4 6%	4 4%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 2012

Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Mitt Romney

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)
NEVER HEARD OF	3 1%	1 1%	2 1%	1 1%	- -	1 1%	- -	2 1%	1 1%	- -	2 1%	- -	2 1%	2 1%	2 -	- -	2 1%	- -	2 2%	2 2%	1 1%	- -	- -	1 1%
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	8.2	0.4	0.8	12.4	5.9	0.4	0.4	1.1	0.7	0.1	0.5	6.9	0.1	1.8	1.1	1.2	1.6	0.5	0.6	1.1	2.0	0.9	1.0

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 2012

Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Mitt Romney

BANNER 3

	NOVEMBER VOTE LIKELIHOOD				DIRECTION OF NC		GENERIC BALLOT			OBAMA IMAGE		ROMNEY IMAGE		MCCRORY IMAGE		DALTON IMAGE		TEA PARTY IMAGE		OBAMA APPROVAL		
	TOTAL (A)	10 (B)	10-8 (C)	7-5 (D)	4-1 (E)	RIGHT DIR (F)	WRNG TRK (G)	GOP (H)	DEM (I)	UND (J)	FAV (K)	UNFAV (L)	FAV (M)	UNFAV (N)	FAV (O)	UNFAV (P)	FAV (Q)	UNFAV (R)	FAV (S)	UNFAV (T)	APP (U)	DISAP (V)
BASE=TOTAL SAMPLE	600 100%	545 91% E	579 97% E	20 3% E	1 -	148 25%	377 63%	272 45% J	252 42% J	59 10%	282 47%	303 50%	298 50%	263 44%	306 51%	141 24%	181 30%	126 21%	224 37%	269 45%	290 48%	301 50%
**D/S (FAVORABLE - UNFAVORABLE)	35 6%	51 9% D	41 7% D	-5 -25% D	-1 -100% D	-15 -10% D	58 16% F	217 80% IJ	-190 -76% IJ	7 12% I	-208 -74% I	243 80% K	298 100% N	-263 -100% N	163 53% P	-106 -75% P	-59 -33% P	42 34% Q	180 80% T	-159 -59% T	-207 -72% T	240 80% U
TOTAL HEARD OF -----	597 99%	541 99%	576 99%	20 100% bc	1 100% bc	148 100%	375 100%	271 100%	252 100%	58 97%	280 99%	301 100%	298 100%	263 100%	303 99%	141 100% o	180 99%	125 99%	221 98%	269 100% s	287 99%	300 100%
TOTAL FAVORABLE -----																						
JUL 16-18, 2012	298 50%	281 52% dE	292 50% dE	6 31% E	- -	64 43%	207 55% F	241 89% IJ	23 9%	28 47% I	28 10%	267 88% K	298 100% N	- -	226 74% P	16 12%	57 32%	83 66% Q	198 89% T	49 18%	31 11%	262 87% U
MAY 19-20, 2012	283 47%	262 48% E	274 48% E	8 39%	1 16%	60 41%	189 51% f	218 84% IJ	23 9%	30 41% I	52 17%	230 81% K	283 100% N	- -	208 73% P	12 10%	59 30%	88 69% Q	- -	- -	51 17%	225 82% U
TOTAL UNFAVORABLE -----																						
JUL 16-18, 2012	263 44%	230 42%	251 43%	11 56%	1 100% BCD	79 53% G	148 39%	24 9% HJ	213 85% HJ	21 35% H	237 84% L	24 8%	- -	263 100% M	64 21%	123 87% O	116 64% R	40 32%	18 8%	207 77% S	239 82% V	23 7%
MAY 19-20, 2012	253 42%	230 42%	241 42%	7 36%	5 84% BCD	70 48% g	144 39%	24 9% HJ	201 81% HJ	21 29% H	216 72% L	37 13%	- -	253 100% M	61 21%	105 86% O	130 66% R	34 27%	- -	- -	218 71% V	34 12%
VERY FAVORABLE	152 25%	146 27% DE	151 26% DE	1 4%	- -	35 24%	108 29% IJ	139 51% IJ	3 1%	9 16% I	4 2%	146 48% K	152 51% N	- -	121 39% P	6 4%	27 15%	49 39% Q	114 51% T	15 6%	7 3%	144 48% U
SOMEWHAT FAVORABLE	146 24%	135 25% E	141 24% E	5 27% E	- -	29 19%	99 26% g	102 37% I	20 8%	19 32% I	24 9%	121 40% K	146 49% N	- -	106 35% P	10 7%	30 17%	34 27% Q	84 38% T	33 12%	24 8%	118 39% U
SOMEWHAT UNFAVORABLE	72 12%	62 11%	65 11%	6 30% bc	1 100% BCD	24 16% g	37 10%	16 6%	43 17% H	10 17% H	57 20% L	15 5%	- -	72 27% M	23 7%	24 17% O	26 15%	14 11%	9 4%	51 19% S	58 20% V	13 4%
VERY UNFAVORABLE	191 32%	168 31% E	186 32% E	5 26% E	- -	55 37%	111 29%	8 3%	170 67% HJ	11 18% H	180 64% L	9 3%	- -	191 73% M	41 13%	98 70% O	90 50% R	26 21%	9 4%	157 58% S	181 62% V	9 3%
HEARD OF/NO OPINION	35 6%	31 6% E	33 6% E	3 13%	- -	5 3%	21 5%	6 2%	15 6% h	9 15% Hi	15 5%	10 3%	- -	- -	12 4%	2 2%	7 4%	2 2%	4 2%	13 5% s	17 6%	16 5%

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  
N A T I O N A L R E S E A R C H I N C

Continued

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 2012

Now I am going to read you a list of people and groups active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Mitt Romney

BANNER 3

	NOVEMBER VOTE LIKELIHOOD				DIRECTION OF NC		GENERIC BALLOT			OBAMA IMAGE		ROMNEY IMAGE		MCCRORY IMAGE		DALTON IMAGE		TEA PARTY IMAGE		OBAMA APPROVAL		
	TOTAL (A)	10 (B)	10-8 (C)	7-5 (D)	4-1 (E)	RIGHT DIR (F)	WRNG TRK (G)	GOP (H)	DEM (I)	UND (J)	FAV (K)	UNFAV (L)	FAV (M)	UNFAV (N)	FAV (O)	UNFAV (P)	FAV (Q)	UNFAV (R)	FAV (S)	UNFAV (T)	APP (U)	DISAP (V)
NEVER HEARD OF	3 1%	3 1% de	3 1% de	-	-	-	2	1	-	2	2	1	-	-	3 1% p	-	1	1	3 2% t	-	3	1
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	1.2	1.2	0.6	-	0.8	1.4	10.2	0.1	1.3	0.1	11.0	-	-	3.5	0.1	0.5	2.1	10.9	0.2	0.1	11.6

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  
N A T I O N A L R E S E A R C H I N C

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 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%	134 22%	77 13%	69 12%	112 19%	125 21%	83 14%	288 48%	312 52%	21 3%	79 13%	170 28%	145 24%	137 23%	62 10%	127 21%	78 13%	69 11%	136 23%	81 13%	173 29%	154 26%	153 26%	99 17%		
**D/S (ROMNEY - OBAMA)	7 1%	-4 -3% D	18 23% BDEFG	-16 -23%	1 1% BDF	-1 -1% D	9 11% BDEF	20 7% I	-13 -4%	-3 -13%	-22 -28%	8 5% jKM	-8 -5% K	35 26% JKLM	-8 -13%	15 12% ORS	13 17% ORS	-15 -21%	-10 -7% r	16 19% ORS	16 9% VX	-2 -1% X	16 11% VX	-20 -21%		
TOTAL ROMNEY																										
-----																										
JUL 16-18, 2012	292 49%	63 47%	45 59% D	26 38%	55 49%	60 48%	44 53% d	149 52%	143 46%	9 44%	27 34%	84 49% K	66 46%	85 62% KLM	26 42%	68 54% R	45 58% oRS	26 37%	59 44%	48 59% ORS	93 54% X	72 47%	82 53% X	38 38%		
MAY 19-20, 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% jK	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 27-28, 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 9-11, 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																										
-----																										
JUL 16-18, 2012	286 48%	67 50% C	27 35%	42 61% CG	54 48% c	61 49% c	35 42%	130 45%	156 50%	12 56%	49 62% LN	76 45%	74 51% N	50 37%	34 55% t	54 42%	32 41%	40 59% PQT	69 51%	32 40%	77 45%	74 48%	65 43%	58 59% UW		
MAY 19-20, 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 27-28, 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% q	53 41%	28 38%	38 48%	74 57% PQ	42 51% q	- -	- -	- -	- -		
JAN 9-11, 2012	117 39%	28 41%	17 38%	10 34%	24 45%	20 33%	18 45%	51 35%	66 43%	3 52%	14 31%	42 45% m	15 30%	38 46% km	15 36%	17 29% p	16 49%	18 43%	21 45% p	24 45% p	34 40%	27 43%	30 36%	25 43%		
DEFINITELY ROMNEY	250 42%	51 38% BDEf	42 55%	25 37%	40 36%	52 41%	39 48%	130 45%	120 38%	6 30%	21 26%	69 41% K	59 41% K	79 57% JKLM	22 35%	59 47% R	42 54% ORS	17 25%	50 37%	44 55% ORS	79 46% X	66 43% x	67 44% x	31 31%		
PROBABLY ROMNEY	35 6%	11 8% cD	2 2%	1 1%	12 11% CD	6 5%	4 4%	17 6%	19 6%	3 13%	7 8%	14 8% M	4 3%	5 4%	4 7%	8 6%	2 3%	8 12% qt	7 6%	3 3%	12 7%	5 3%	13 9% V	5 5%		

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 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)
LEAN ROMNEY	7 1%	1 1%	1 1%	- -	3 3%	2 1%	1 1%	2 1%	5 2%	- -	- -	1 1%	3 2%	2 1%	- -	2 1%	1 1%	- -	2 1%	1 1%	2 1%	1 1%	2 1%	2 2%
LEAN OBAMA	9 1%	- -	1 2%	- -	4 4% bd	2 1%	2 2%	5 2%	3 1%	- -	2 2%	2 1%	2 2%	3 2% j	2 2%	1 1%	2 3%	1 1%	2 1%	1 1%	1 1%	5 3%	2 1%	1 1%
PROBABLY OBAMA	26 4%	5 4%	3 4%	3 5%	7 6%	6 5%	2 2%	10 4%	16 5%	1 4%	8 10% n	7 4%	6 4%	3 2%	3 5%	4 3%	2 2%	7 10% q	6 5%	3 3%	7 4%	6 4%	8 5%	3 3%
DEFINITELY OBAMA	251 42%	62 46% C	22 29%	39 56% CEg	43 38%	53 42% c	32 38%	114 40%	137 44%	11 52%	40 51% N	67 39%	66 45% N	44 32%	29 47%	48 38%	28 36%	33 48%	61 45%	29 36%	68 39%	63 41%	56 36%	54 54% UvW
UNDECIDED	19 3%	4 3%	4 5%	1 2%	3 3%	4 3%	4 4%	8 3%	11 4%	- -	2 2%	10 6% JmN	3 2%	2 1%	5 3%	1 1%	3 4%	6 4%	1 1%	3 2%	8 5%	6 4%	2 2%	
REFUSED	2 -	- -	1 1%	- -	1 1%	1 1%	- -	1 -	2 1%	- -	1 1%	- -	2 1%	- -	1 1%	- -	- -	- -	2 1%	- -	- -	1 1%	- -	2 2%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 2012

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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- EML- 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%	100 17%	98 16%	123 21%	147 24%	64 11%	68 11%	115 19%	185 31%	268 45%	132 22%	450 75%	18 3%	283 47%	193 32%	71 12% Qr	89 15% UVwX	119 20%	97 16%	76 13% Uv	90 15%	
**D/S (ROMNEY - OBAMA)	7 1%	155 78% CD	-133 -49%	-15 -11% C	82 81% GHIJ	73 75% GHIJ	-67 -54%	-66 -45%	5 8% GHJ	-20 -29% G	-107 -92%	-64 -35% K	183 68% KL	-120 -91%	126 28% NP	- 2% N	17 6% S	26 14% QS	-24 -34%	-27 -30%	5 5% TWX	31 32% TUX	-11 -15% t	-9 -10% T	
TOTAL ROMNEY																									
-----																									
JUL 16-18, 2012	292 49%	172 87% CD	66 24%	55 41% C	89 89% GHIJ	83 85% GHIJ	27 22%	39 26%	33 52% GHJ	21 32%	4 4%	56 30% K	221 82% KL	6 5%	277 62% N	9 51% N	144 51% S	108 56% S	22 31%	30 33%	62 52% T	63 65% TuWX	31 40%	38 42%	
MAY 19-20, 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 27-28, 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 9-11, 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																									
-----																									
JUL 16-18, 2012	286 48%	18 9%	199 74% BD	69 52% B	7 7% GHIJ	10 11% GHIJ	94 77% EFGIJ	105 71% EFGIJ	28 43% EFGIJ	41 61% EFGIJ	111 96% LM	120 65% M	37 14%	126 95% OP	151 34%	9 49%	127 45%	82 42%	46 65% QR	57 64% UV	56 47% V	32 33% V	42 55% V	47 52% V	
MAY 19-20, 2012	269 45%	18 9%	198 73% BD	53 40% B	10 10% GHIJ	7 8% GHIJ	77 72% EFGIJ	121 74% EFGIJ	32 42% EFGIJ	22 38% EFGIJ	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 27-28, 2012	287 48%	24 12%	199 74% BD	64 48% B	17 17% f	7 8% GHIJ	69 62% EFGIJ	129 82% EFGIJ	34 45% EFGIJ	30 53% EFGIJ	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% U	28 42% U	44 44% U	
JAN 9-11, 2012	117 39%	11 11%	89 65% BD	17 27% B	7 12% GHIJ	4 9% GHIJ	32 65% EFGIJ	57 65% EFGIJ	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	250 42%	154 78% CD	52 19%	44 33% C	81 81% GHIJ	73 75% GHIJ	23 19%	29 20%	26 40% GHJ	18 26%	3 2%	39 21% K	200 74% KL	5 3%	239 53% N	7 36% n	117 41% S	102 53% QS	14 20%	24 27%	55 46% Tw	48 49% TW	25 33%	35 39%	
PROBABLY ROMNEY	35 6%	16 8%	11 4%	9 6% C	8 8% GHIJ	8 8% GHIJ	3 3% GHIJ	8 5% GHIJ	6 9% GHJ	3 4%	2 1%	12 7% K	19 7% K	1 1%	31 7% N	3 15%	21 8% R	4 2%	8 11% r	5 5%	7 6% TWX	13 13% tuX	5 6%	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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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 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- EML- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
LEAN ROMNEY	7 1%	2 1%	3 1%	2 2%	- -	2 2%	1 1%	2 1%	2 3%	1 1%	- -	4 2% K	2 1%	- -	7 2% NP	- -	6 2% S	1 -	- -	1 1%	- -	3 3%	1 1%	- -
LEAN OBAMA	9 1%	1 1%	6 2%	2 1%	1 1%	- -	4 4% fi	2 1%	- -	2 2%	3 3%	5 3% m	1 -	4 3% p	4 1% P	- -	4 1% s	3 2% s	- -	1 2%	1 1%	1 1%	1 1%	3 4%
PROBABLY OBAMA	26 4%	1 1%	15 6% B	10 7% B	- -	1 1%	5 4% E	11 7% EF	6 9% EF	4 6% E	9 8% M	11 6% M	5 2%	8 6% P	18 4% P	- -	11 4%	7 3%	5 8%	6 6%	5 5%	3 3%	6 8% x	2 2%
DEFINITELY OBAMA	251 42%	15 8%	177 66% BD	58 44% B	6 6%	9 10%	85 69% EFIJ	92 63% EFI	22 35% EF	36 53% EFI	99 86% LM	104 56% M	32 12%	114 86% OP	128 29%	9 49%	112 39%	72 37%	40 57% QR	50 56% uV	50 42% v	28 29%	35 46% V	42 47% V
UNDECIDED	19 3%	8 4%	4 2%	7 5%	4 4%	4 4%	2 1%	3 2%	2 4%	4 6%	- -	8 4% K	10 4% K	- -	19 4% NP	- -	11 4% r	3 1%	2 3%	1 1%	1 1%	2 2%	3 4%	5 6% u
REFUSED	2 -	- -	1 -	2 1%	- -	- -	- -	1 1%	1 1%	1 1%	- -	2 1%	- -	- -	2 1%	- -	1 -	1 -	1 1%	2 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