

Elon University Poll
August 25-30, 2012

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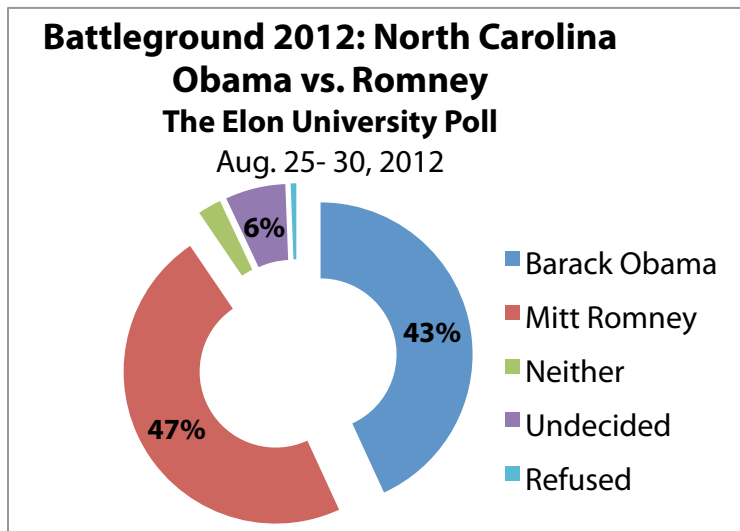
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Executive Summary

According to an Aug. 25-30, 2012, telephone survey of likely voters in North Carolina, Mitt Romney has a slight lead over Barack Obama. Forty-seven percent of likely voters said they were planning on voting for Romney versus 43 percent who said they would vote for Obama (margin of error +/- 3 percent).

These findings seem to be congruent with many poll aggregators that show the race to be close, but with North Carolina leaning slightly for Romney. Approximately 7 percent of likely voters were undecided, with an even split of undecided voters leaning for either candidate.

Although the Democratic National Convention is being held in Charlotte, N.C., Sept. 4-6, it is likely that the media coverage and attention surrounding the Republican National Convention in Tampa, Fla., has given Mitt Romney a small bump in support in the state.



The survey consisted of a random sample of 1,230 registered voters, which included 1,089 likely voters. In addition to asking people who they planned to vote for, the survey compared the two presidential candidates on several issues.

The survey found voters in North Carolina were more likely to see Romney as the better candidate to handle the economy while viewing Obama as a better candidate to handle relations

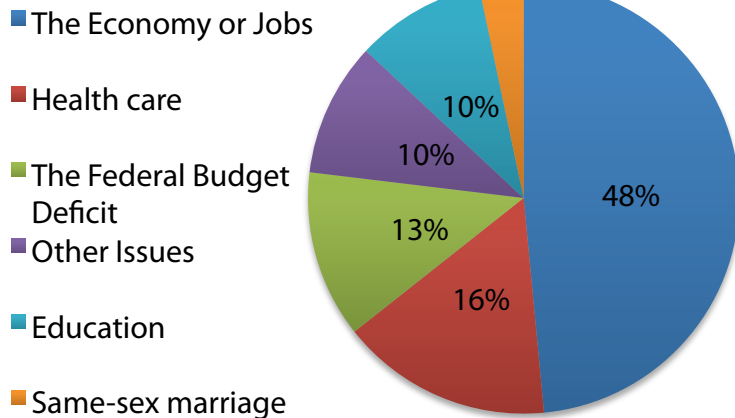
with other countries. Slightly more respondents felt that Romney more closely shared their values. The figure below depicts voters' impressions of Romney and Obama on these three issues.

The economy continues to be the most important issue on voters' minds (48 percent), however, the survey found most people were not very worried about losing their job and only 13 percent believed the economy would get worse (37 percent believed it would get better).

Health care was a distant second with 16 percent saying it was the most important issue. With the recent Supreme Court ruling on the Patient Protection and Affordable Care Act and North Carolina having the 10th largest 65 and older population, some may be surprised that more people did not say health care was the most important issue in this election. That may bode well for the Romney/Ryan ticket.

The federal budget deficit ranked third (13 percent) as the most important issue for voters and education ranked fourth (10 percent).

Most important issues for North Carolinians in the 2012 presidential election



Source: Elon University Poll, August 25-30, 2012

Likely voters were also asked to identify their second most important issue when deciding on their choice for president. The rankings remained the same with the economy or jobs coming in first with 25 percent, health care second with 22 percent and the federal budget deficit third with 18 percent and education fourth with 12 percent.

Among likely voters, many issues seem to favor Romney. The survey found that those who identified the economy, immigration, the federal budget deficit, or same-sex

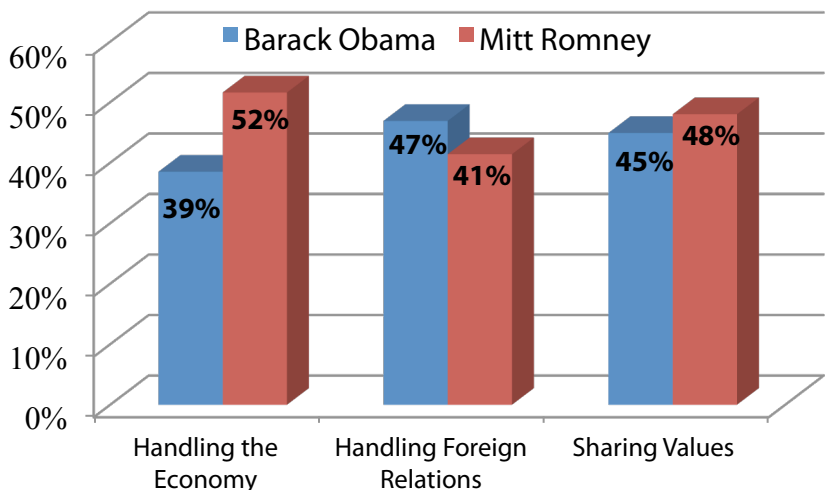
marriage as the most important issue were more likely to say they were voting for Romney, while those who identified health care, education, and the environment as the most important issue were more likely to support Obama.

Few people in the survey said they were undecided, which means that turnout in North Carolina, as usual, will be important in determining the outcome of the election.

Likely voters seem excited about the upcoming presidential election. Almost 70 percent said they were somewhat or very excited about the election. That excitement was even across men and women and across Democrats and Republicans.

Respondents aware that the Democratic National Convention was going to be held in North Carolina were more likely to be excited about the election, though perhaps it is more appropriate

Characteristics: Obama vs. Romney The Elon University Poll August 25-30, 2012



to say that those excited about the election were more likely to know that the DNC was going to be held in their state.

Although the youth vote is difficult to gauge because this group tends to be underrepresented in likely voter surveys, results from the survey suggest their excitement lags behind other age groups.

Along with age, race is also an important predictor of both vote choice and turnout. Approximately 19 percent of respondents were African-American and this group was seen as having higher levels of excitement than whites. Almost half of all Blacks saying they were very excited about the upcoming election.

Obama was the first Democrat to take the Tar Heel State since 1976 when Jimmy Carter defeated Gerald Ford by a comfortable margin. Obama won North Carolina by a very thin margin and largely due to a high turnout of minority voters. If Obama is going to win the state again, that level of turnout will likely have to repeat itself.

-Dr. Kenneth E. Fernandez and Dr. Jason A. Husser

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Cell Phone and Landlines)
Sample Area:	North Carolina
Dates in the field:	August 25 –August 30, 2012
Sample Size (Likely Voters)	1,089
Sample Size (Registered Voters)	1,230
Margin of Error (Likely)	±2.97
Margin of Error (Registered)	±2.79
Confidence Level	95%
Weighting Variables	Age and Gender

Presidential Vote Intention in North Carolina

Question: If the 2012 presidential election were held today between Barack Obama and Mitt Romney who would you vote for?

Likely Voters

Barack Obama	470	43.10%
Mitt Romney	515	47.30%
Neither	28	2.50%
Don't Know/Undecided	70	6.40%
Refused	6	0.60%
N=	1089	100.00%

Registered Voters

Barack Obama	527	42.9%
Mitt Romney	556	45.2%
Neither	49	4.0%
Don't Know/Undecided	86	7.0%
Refused	12	0.9%
N=	1230	100.0%

Cross-Tabs on Presidential Vote

Question: If the 2012 presidential election were held today between Barack Obama and Mitt Romney who would you vote for?

Table 1: Presidential Vote by Party

	Presidential Vote Choice					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
Party Identification	%	%	%	%	%	%
Strong Democrat	96	0	1	2	1	100
Democrat	62	23	2	12	0	100
Independent - Leaning Democrat	83	5	4	7	2	100
Independent	34	40	6	21	0	100
Independent - Leaning Republican	4	87	3	5	1	100
Republican	9	85	0	6	0	100
Strong Republican	0	97	1	2	0	100
Don't Know	26	57	13	5	0	100
Refused	21	27	0	45	7	100
Total	44	47	3	6	1	100

Table 2: Presidential Vote by Ideology

Ideology	Presidential Vote Choice					
	<u>Barack</u> <u>Obama</u>	<u>Mitt</u> <u>Romney</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Extremely Liberal	94	0	4	2	0	100
Liberal	85	11	3	0	1	100
Slightly Liberal	85	7	2	6	0	100
Moderate	55	29	2	13	1	100
Slightly Conservative	25	60	4	10	1	100
Conservative	9	86	2	3	0	100
Extremely Conservative	6	88	2	4	0	100
Don't Know	60	26	0	12	2	100
Refused	91	9	0	0	0	100
Total	43	47	3	6	1	100

Table 3: Presidential Vote by Age

Age Category	Presidential Vote Choice					
	<u>Barack</u> <u>Obama</u>	<u>Mitt</u> <u>Romney</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
18-30	58	34	1	5	1	100
31-40	48	42	4	6	0	100
41-50	40	48	3	10	0	100
51-65	39	51	3	6	1	100
65+	40	53	1	5	1	100
Total	43	47	3	6	1	100

Table 4: Presidential Vote (2012) by Vote in 2008

2008 Vote	Presidential Vote Choice					
	<u>Barack</u> <u>Obama</u>	<u>Mitt</u> <u>Romney</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Barack Obama	80	9	3	8	1	100
John McCain	3	90	2	5	1	100
Someone else	13	46	18	23	0	100
Total	42	48	3	7	1	100

Table 5: Presidential Vote by Income

Income	Presidential Vote Choice					
	<u>Barack</u> <u>Obama</u>	<u>Mitt</u> <u>Romney</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Less than \$25,000	50	36	4	8	2	100
\$25,000 to \$50,000	44	44	2	10	0	100
\$50,000 to \$75,000	43	49	3	5	0	100
More than \$75,000	41	52	2	4	0	100
Don't Know	54	31	3	11	1	100
Refused	32	59	1	7	0	100
Total	43	47	3	6	1	100

Table 6: Presidential Vote by Gender

Gender	Presidential Vote Choice					
	<u>Barack</u> <u>Obama</u>	<u>Mitt</u> <u>Romney</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Male	40	52	3	4	0	100
Female	45	44	2	8	1	100
Total	43	47	3	6	1	100

Table 7: Presidential Vote by Education

Education	Presidential Vote Choice					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Less than HS	62	35	0	3	0	100
High School / GED	34	55	2	8	1	100
Some College/ AA / Technical	37	53	3	6	0	100
College Graduate	46	44	3	6	1	100
Graduate School	54	39	1	6	0	100
Don't Know	100	0	0	0	0	100
Refused	0	60	8	32	0	100
Total	43	47	3	6	1	100

Table 8: Presidential Vote by Race

Race	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
	%	%	%	%	%	%
White	32	59	3	6	0	100
Black	89	1	1	8	1	100
Other	54	32	9	6	0	100
Don't Know	39	61	0	0	0	100
Refused	26	66	0	8	0	100
Total	43	47	3	6	1	100

Table 9: Presidential Vote by Excitement about Election

Excitement about Election	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
	%	%	%	%	%	%
Very excited	47	51	1	1	0	100
Somewhat excited	47	44	3	5	0	100
Not that excited	37	39	5	17	2	100
Don't Know	48	18	0	29	5	100
Total	44	45	2	7	1	100

Table 10: Presidential Vote by Governor Vote

	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
Governor Vote Choice	%	%	%	%	%	%
Walter Dalton	86	6	2	6	0	100
Pat McCrory	12	79	3	6	0	100
Neither	56	19	25	0	0	100
Don't Know/Undecided	48	37	3	10	2	100
Refused	50	0	0	0	50	100
Total	43	47	3	6	1	100

Table 11: Presidential Vote by Most Important Issue

	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
Most Important Issue	%	%	%	%	%	%
The economy or jobs	37	55	2	5	0	100
The federal budget deficit	14	77	5	4	0	100
Health care	66	25	2	7	0	100
Immigration	13	87	0	0	0	100
Education	70	13	2	12	3	100
The environment	83	17	0	0	0	100
Same-sex marriage	21	68	2	3	5	100
Something else	56	30	4	11	0	100
Don't Know	47	36	0	16	0	100
Refused	100	0	0	0	0	100
Total	43	47	3	6	1	100

Election Excitement Cross Tabs

Question: How excited are you about the upcoming presidential election?

Table 12: Excitement about Presidential Election by Age

	Excitement about Presidential Election				
	<u>Very excited</u>	<u>Somewhat excited</u>	<u>Not that excited</u>	<u>Don't Know</u>	<u>Total</u>
Age Category	%	%	%	%	%
18-30	36	37	26	0	100
31-40	46	20	31	4	100
41-50	42	30	27	2	100
51-65	44	26	29	1	100
65+	44	26	27	3	100
Total	43	27	28	2	100

Table 13: Excitement about Presidential Election by Gender

	Excitement about Presidential Election				
	<u>Very excited</u>	<u>Somewhat excited</u>	<u>Not that excited</u>	<u>Don't Know</u>	<u>Total</u>
Gender	%	%	%	%	%
Male	43	25	30	1	100
Female	43	28	27	2	100
Total	43	27	28	2	100

Table 14: Excitement about Presidential Election by Party

	Excitement about Presidential Election				Total
	<u>Very excited</u>	<u>Somewhat excited</u>	<u>Not that excited</u>	<u>Don't Know</u>	
Party Identification	%	%	%	%	%
Strong Democrat	57	26	16	1	100
Democrat	21	38	36	4	100
Independent - Leaning Democrat	35	23	36	6	100
Independent	28	26	43	2	100
Independent - Leaning Republican	35	29	34	2	100
Republican	38	25	37	0	100
Strong Republican	61	26	12	1	100
Don't Know	42	13	44	0	100
Refused	16	25	59	0	100
Total	43	27	28	2	100

Table 15: Excitement about Presidential Election by Race

Race	Excitement about Presidential Election				Total
	<u>Very excited</u>	<u>Somewhat excited</u>	<u>Not that excited</u>	<u>Don't Know</u>	
	%	%	%	%	
White	42	25	31	2	100
Black	49	28	20	3	100
Other	26	57	17	0	100
Refused	0	100	0	0	100
Total	43	27	28	2	100

Question Wordings and Frequencies for *Likely* Voters

NOTE: Frequencies may not equal 100% due to rounding.

Presidential Vote Choice

If the 2012 presidential election were held today between Barack Obama and Mitt Romney who would you vote for? [candidate order rotated]

	N	%
Barack Obama	470	43%
Mitt Romney	515	47%
Neither	28	3%
Don't Know/Undecided	70	6%
Refused	6	1%
N=	1089	100%

Presidential Vote Choice Among the Undecided

[If Presidential Vote Choice = Undecided]

If you had to choose, do you lean more towards Barack Obama or Mitt Romney?

Barack Obama	30	32%
Mitt Romney	32	34%
Neither	10	11%
Don't Know/Undecided	22	24%
N=	94	100%

Gubernatorial Vote Choice

If the 2012 election for governor of North Carolina were held today between Walter Dalton, the Democrat and Pat McCrory, the Republican, who would you vote for? [candidate order rotated]

Walter Dalton	401	37%
Pat McCrory	566	52%
Neither	12	1%
Don't Know/Undecided	108	10%
Refused	2	0%
N=	1089	100%

Most Important Issue

Which one of the following issues matters most to you in deciding who to vote for president?
 – the economy or jobs; the federal budget deficit; health care; immigration; crime; education; the environment; same-sex marriage or something else

The economy or jobs	526	48%
Health care	172	16%
The federal budget deficit	137	13%
Education	106	10%
Something else	59	5%
Same-sex marriage	36	3%
Don't Know	29	3%
The environment	15	1%
Immigration	6	1%
Refused	2	0%
Crime	2	0%
N=	1089	100%

Second Most Important Issue

And what would be the second most important issue in deciding who to vote for president?- the economy or jobs; the federal budget deficit; health care; immigration; crime; education; the environment; same-sex marriage or something else

The economy or jobs	267	25%
Health care	235	22%
The federal budget deficit	191	18%
Education	125	12%
Immigration	65	6%
Same-sex marriage	58	6%
The environment	43	4%
Something else	44	4%
Crime	14	1%
Don't Know	13	1%
The economy or jobs	267	25%
N=	1057	100%

Handling the Economy

Do you think Mitt Romney or Barack Obama would do a better job handling the economy?

Barack Obama	419	39%
Mitt Romney	562	52%
Neither	27	3%
Don't Know/Undecided	80	7%
N=	1089	100%

Handling Foreign Affairs

Would Mitt Romney or Barack Obama do a better job handling relations with other countries?

Barack Obama	510	47%
Mitt Romney	451	41%
Neither	17	2%
Don't Know/Undecided	110	10%
Refused	1	0%
N=	1089	100%

Shares Values

Which candidate, Mitt Romney or Barack Obama, shares your values more closely?

Barack Obama	489	45%
Mitt Romney	522	48%
Neither	38	4%
Don't Know/Undecided	39	4%
N=	1089	100%

Republican Convention Knowledge Question

Do you happen to know what city is hosting the Republic National Convention this year?

Mentions Tampa Bay	721	66%
Mentions only Florida	136	13%
Mentions another place in Florida	13	1%
Gives Wrong answer	27	3%
Doesn't know	191	18%
N=	1089	100%

Democratic Convention Knowledge Question

Do you happen to know what city is hosting the Democratic National Convention this year?

Mentions Charlotte	833	77%
Mentions only North Carolina	11	1%
Mentions another place North Carolina	2	0%
Gives Wrong answer	29	3%
Doesn't know	215	20%
N=	1089	100%

Convention Keynote Speaker Question

For the first time in history the Democratic National Convention keynote speaker will be a [Latino/Hispanic/Mexican-American]. Does knowing this make your opinion of the Democratic Party more favorable, less favorable, or does it not make much difference either way?

Less Favorable	57	5%
Not much difference	906	83%
More Favorable	108	10%
Don't Know	18	2%
Refused	1	0%
N=	1089	100%

Vice-President Question

Does Mitt Romney's choice of Paul Ryan as his vice presidential running mate make you more likely or less likely to vote for Romney this fall--or does it not make much difference either way?

More likely	317	29%
Less likely	261	24%
Not much difference	483	44%
Don't Know	26	2%
Refused	2	0%
N=	1089	100%

Election Excitement Question

How excited are you about the election upcoming presidential election?

Very excited	299	43%
Somewhat excited	187	27%
Not that excited	196	28%
Don't Know	14	2%
N=	696	100%

Prospective Economic Evaluation

Do you expect the economy to get better, get worse or stay about the same over the next year?

Better	405	37%
Worse	140	13%
About the same	415	38%
Don't know	124	11%
Refused	5	0%
N=	1089	100%

Taxes

Do you support or oppose extending [the Bush] tax cuts for people making over \$250,000?

Support	405	37%
Oppose	565	52%
Don't Know	115	11%
Refused	4	0%
N=	1089	100%

Employment

Are you now employed full-time, part-time or not employed?

Employed full-time	527	48%
Employed part-time	103	10%
Retired	245	23%
Student	26	2%
Not employed	184	17%
Don't Know	3	0%
N=	1089	100%

Employment Insecurity

How worried are you about losing your job--very worried, somewhat worried, not too worried, or not worried at all?

Very worried	25	4%
Somewhat worried	88	16%
Not too worried	171	30%
Not at all worried	280	49%
Don't know	4	1%
Refused	1	0%
N=	569	100%

Happiness

Taken all together, how would you say things are these days--would you say that you are very happy, pretty happy, or not too happy?

Very happy	261	24%
Pretty happy	544	50%
Not too happy	259	24%
Don't Know	21	2%
Refused	4	0%
N=	1089	100%

Party ID

Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent, or something else?

- Would you call yourself a strong Democrat or not a strong Democrat?
- Would you call yourself a strong Republican or not a strong Republican?
- Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat	237	22%
Democrat	129	12%
Independent - Leaning Democrat	122	11%
Independent	69	6%
Independent - Leaning Republican	139	13%
Republican	98	9%
Strong Republican	199	19%
Don't Know	73	7%
Refused	11	1%
N=	1077	100%

Ideology

When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?

- Would you call yourself extremely conservative or not extremely conservative?
- Would you call yourself extremely liberal or not extremely liberal?
- Would you call yourself slightly conservative or slightly liberal?
- If you had to choose, would you consider yourself a liberal, a conservative, or a moderate?

Extremely Liberal	48	4%
Liberal	122	11%
Slightly Liberal	108	10%
Moderate	236	22%
Slightly Conservative	174	16%
Conservative	243	22%
Extremely Conservative	119	11%
Don't Know	31	3%
Refused	8	1%
N=	1089	100%

Age

How old are you?

18-30	134	12%
31-40	202	19%
41-50	187	17%
51-65	302	28%
65+	264	24%
N=	1089	100%

Education

How much school have you completed?

Less than High School	22	2%
High School Diploma or GED	147	14%
Vocational or Technical School	25	2%
Some College	236	22%
Community College / Associates Degree	83	8%
College Graduate	352	32%
Graduate School	214	20%
Don't Know	2	0%
Refused	9	1%
N=	1089	100%

Church Attendance

Lots of things come up that keep people from attending religious services even if they want to. Thinking about your life these days, do you ever attend religious services, apart from occasional weddings, baptisms or funerals?

- Do you go to religious services every week, almost every week, once or twice a month, a few times a year, or never?

Never	134	12%
A few times a year	202	19%
Once or twice a month	187	17%
Almost every week	302	28%
Every week	264	24%
N=	1089	100%

Born Again

Would you call yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?

Yes	400	66%
No	189	31%
Don't Know	18	3%
Refused	3	0%
N=	609	100%

Race

For statistical purposes only, could you please tell me your race or ethnic background?

White	839	77%
Black	205	19%
Other	34	3%
Don't Know	2	0%
Refused	9	1%
N=	1089	100%

Income

Is your annual household income more or less than \$50,000?

- (If = Under \$50,000) Is it more or less than \$25,000?
- (If = Over \$50,000) Is it more or less than \$75,000?

Less than \$25,000	141	13%
\$25,000 to \$50,000	209	19%
\$50,000 to \$75,000	181	17%
More than \$75,000	437	40%
Don't Know	60	6%
Refused	61	6%
N=	1089	100.00%

Gender

Was the person male or female?

Male	488	45%
Female	601	55%
N=	1089	100%