CIVITAS INSTITUTE STATEWIDE STUDY / SEPTEMBER 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 Mitt Romney, 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-ING-TON (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%	180 30%	166 28%	110 18%	46 8%	45 7%	30 5%	23 4%	126 21%	83 14%	67 11%	112 19%	134 22%	78 13%	288 48%	312 52%	14 2%	89 15%	193 32%	106 18%	151 25%	198 33%	276 46%	126 21%
**D/S (ROMNEY - OBAMA)	68 11%	-15 -9%	46 28% BFGH	22 20% BfGH	18 38% BDFGH	4 9% BG	-6 -20%	- 1% BG	-10 -8%	-1 -2% I	-5 -8%	22 19% IJK	40 30% IJKl	23 30% IJK	66 23% P	2 1%	-3 -25%	-7 -8%	35 18% QRT	5 4% qR	39 26% QRsT	165 84% WX	-128 -47%	31 25% W
TOTAL ROMNEY	302 50%	76 42%	98 59% BG	58 53% bG	30 65% BG	21 47%	10 32%	10 43%	53 42%	34 41%	29 43%	59 53%	82 61% IJK	46 59% IJk	162 56% P	140 45%	5 38%	36 41%	104 54% r	51 48%	87 57% R	173 87% WX	59 21%	70 56% W
TOTAL OBAMA	234 39%	91 51% CDE	53 32%	36 33%	12 26%	17 38%	16 52% CdE	10 42%	63 50% LMN	35 42% n	34 51% LMN	37 33%	42 31%	22 29%	96 33%	138 44% O	9 62% sU	43 49% sU	70 36%	46 44% U	48 31%	8 4%	188 68% VX	39 31% V
DEFINITELY ROMNEY	249 41%	62 34%	85 51% BdGH	44 40%	25 53% BGh	19 43%	8 26%	6 28%	43 35%	27 33%	24 36%	45 41%	70 52% IJKl	39 50% IJ	133 46% P	116 37%	5 38%	31 35%	85 44%	40 38%	69 46%	152 77% WX	43 16%	55 43% W
PROBABLY ROMNEY	41 7%	8 4%	12 7%	10 9%	5 11%	2 4%	2 6%	2 10%	5 4%	6 7%	4 6%	10 9%	10 8%	6 8%	24 8%	17 5%	- -	4 4% q	13 7% Q	8 8% Q	14 9% Qr	16 8%	13 5%	12 9%
LEAN ROMNEY	13 2%	6 3% EFG	2 1%	4 4% EFG	- -	- -	- -	1 4%	5 4%	1 1%	1 1%	4 3%	2 1%	1 1%	6 2%	7 2%	- -	1 1%	6 3% Q	3 3%	3 2% q	6 3%	3 1%	4 3%
LEAN OBAMA	5 1%	3 2% defgh	1 1%	- -	- -	- -	- -	- -	2 2%	- -	1 2%	- -	1 1%	- -	1 -	3 1%	- -	3 3%	2 1%	- -	- -	- -	5 2% VX	- -
PROBABLY OBAMA	26 4%	8 5%	5 3%	7 6%	1 2%	2 5%	1 3%	1 6%	6 4%	4 5%	3 5%	7 6%	4 3%	2 2%	11 4%	15 5%	1 7%	2 2%	4 2%	10 9% RS	8 5%	2 1%	19 7% V	6 4% v
DEFINITELY OBAMA	204 34%	80 44% CDE	46 28%	30 27%	11 24%	15 33%	15 49% CDE	8 36%	55 44% LMN	31 38%	30 44% LMN	31 27%	36 27%	20 26%	84 29%	120 38% O	8 55% U	39 43% U	64 33%	37 35%	40 26%	6 3%	165 60% VX	33 26% V
UNDECIDED	40 7%	10 6%	11 6%	9 8%	1 3%	3 7%	4 13%	2 8%	8 7%	8 10%	3 5%	9 8%	7 5%	4 5%	15 5%	25 8%	- -	6 7% Q	10 5% Q	6 6% Q	11 7% Q	9 4%	19 7%	12 10% v
REFUSED	23 4%	3 2%	5 3%	6 6%	3 6%	3 8%	1 3%	2 7%	2 1%	6 7% i	1 1%	6 6% i	3 2%	6 7% ik	14 5%	9 3%	- -	3 3%	9 5% Q	3 3%	6 4% Q	9 5%	10 4%	5 4%

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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	70	123	69	83	117	89	106	92	111	165	71	55	97	219	247	120	442	9	15
	100%	12%	20%	12%	14%	20%	15%	18%	15%	19%	27%	12%	9%	16%	37%	41%	20%	74%	2%	2%
**D/S (ROMNEY - OBAMA)	68	16	26	21	-19	12	13	89	76	-48	-81	25	7	-68	-21	163	-89	166	-5	-5
	11%	22%	21%	30%	-23%	10%	15%	85%	82%	-43%	-49%	35%	12%	-71%	-9%	66%	-74%	37%	-55%	-37%
		EF	EF	EFG		E	E	JKLM	JKLM			JKM	JK		N	NO		QST		
TOTAL ROMNEY	302	39	69	42	28	60	46	91	81	26	33	45	26	10	85	196	13	279	2	2
----------	50%	56%	56%	60%	34%	51%	51%	87%	88%	24%	20%	63%	47%	10%	39%	79%	10%	63%	23%	17%
		E	E	E		E	E	JKLM	JKLM			JKm	JK		N	NO		QST		
TOTAL OBAMA	234	23	43	21	48	48	32	2	5	74	114	20	19	78	105	33	101	113	7	8
----------	39%	33%	35%	30%	57%	41%	36%	2%	6%	67%	69%	28%	35%	81%	48%	13%	85%	26%	77%	54%
					BCDFG					HILM	HILM	HI	HI	OP	P		RT		R	R
DEFINITELY ROMNEY	249	34	55	32	25	46	38	80	72	18	25	35	19	8	64	169	11	229	2	2
	41%	49%	45%	46%	30%	39%	43%	76%	78%	16%	15%	50%	35%	8%	29%	68%	9%	52%	23%	17%
		E	E	E			e	JKLM	JKLM			JKm	JK		N	NO		QST		
PROBABLY ROMNEY	41	3	10	9	2	10	5	9	7	8	6	7	4	2	17	19	2	37	-	-
	7%	4%	8%	13%	3%	8%	6%	8%	7%	7%	4%	10%	8%	2%	8%	7%	1%	8%	-	-
				bE											N	N		QST		
LEAN ROMNEY	13	2	3	1	1	4	2	3	3	1	2	2	2	-	4	9	-	13	-	-
	2%	3%	2%	1%	1%	3%	2%	3%	3%	1%	1%	3%	4%	-	2%	3%	-	3%	-	-
															N	N		QST		
LEAN OBAMA	5	1	-	-	2	1	-	-	-	1	3	-	-	1	2	1	3	1	1	-
	1%	2%	-	-	3%	1%	-	-	-	1%	2%	-	-	2%	1%	-	2%	-	10%	-
											hilm									
PROBABLY OBAMA	26	2	3	5	2	9	3	-	2	8	10	3	3	6	16	3	4	19	1	1
	4%	3%	3%	7%	3%	8%	4%	-	2%	7%	6%	4%	5%	6%	7%	1%	3%	4%	11%	8%
						c				Hi	Hi	h	h	p	P					
DEFINITELY OBAMA	204	20	40	16	43	38	29	2	4	65	100	17	16	71	88	28	95	93	5	7
	34%	29%	32%	23%	51%	32%	33%	2%	4%	58%	61%	24%	30%	74%	40%	12%	79%	21%	56%	46%
					BCDFG					HILM	HILM	HI	HI	OP	P		RT		R	r
UNDECIDED	40	6	5	2	2	9	10	7	2	6	14	3	9	5	22	8	3	33	-	2
	7%	8%	4%	3%	3%	8%	11%	7%	2%	5%	8%	4%	17%	6%	10%	3%	3%	7%	-	10%
							CDE	i			I		hIJL		P			QS		
REFUSED	23	2	7	4	5	1	1	5	4	5	4	3	1	3	7	10	3	17	-	3
	4%	3%	5%	6%	6%	1%	2%	5%	4%	5%	3%	5%	2%	3%	3%	4%	2%	4%	-	19%
			F	f	f													S		s

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		MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-SBORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (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	180	166	110	46	45	30	23	126	83	67	112	134	78	288	312	14	89	193	106	151	198	276	126
	100%	30%	28%	18%	8%	7%	5%	4%	21%	14%	11%	19%	22%	13%	48%	52%	2%	15%	32% QR	18% QR	25% QR	33%	46%	21%
**D/S (PERRY - OBAMA)	45	-31	44	22	9	7	-7	-	-20	-2	-7	20	40	12	53	-9	-3	-7	17	3	36	155	-133	23
	7%	-17%	27% BGH	20% BGH	19% BGH	16% BGH	-24%	1% BG	-16%	-2% Ik	-10%	18% IJK	30% IJKLN	16% IJK	19% P	-3%	-25%	-8%	9% QRT	3% qR	24% QRST	78% WX	-48%	18% W
TOTAL PERRY																								
SEP 22-25, 2011	289	65	96	60	25	24	9	10	48	33	28	60	80	40	152	137	5	36	95	50	85	167	57	65
	48%	36%	58% BG	55% BG	55% BG	53% bG	29%	43%	38%	40%	42%	53% Ij	60% IJK	52% i	53% P	44%	38%	41%	49%	48%	56% R	84% WX	21%	51% W
JUL 12-13, 2011	281	82	88	51	22	13	14	11	57	45	21	52	59	47	135	146	29	81	78	42	52	167	50	65
	47%	46% f	53% F	44%	49%	30%	50%	49%	44%	50%	35%	46%	46%	60% IKlm	47%	47%	64% sTU	54% stu	43%	41%	42%	84% WX	18%	54% W
TOTAL OBAMA																								
SEP 22-25, 2011	244	96	52	38	16	17	16	10	67	35	35	39	40	28	99	145	9	43	77	47	49	12	191	42
	41%	53% CDEf	31%	35%	36%	37%	52% Cd	42%	54% LMN	42% m	52% LMn	35%	30%	36%	34%	47% O	62% U	49% U	40%	45% U	33%	6%	69% VX	33% V
JUL 12-13, 2011	258	88	61	50	15	22	12	9	68	36	31	48	58	18	122	136	14	56	82	48	57	19	198	41
	43%	49% C	37%	44%	34%	51%	41%	40%	52% N	40% N	52% N	42% N	45% N	22%	42%	44%	31%	38%	46%	48%	46%	10%	70% VX	34% V
DEFINITELY PERRY	245	54	81	50	22	22	7	8	39	30	25	50	67	34	133	112	5	30	84	42	68	148	46	51
	41%	30%	49% BG	46% BG	48% BG	49% BG	25%	34%	31%	36%	37%	45% I	50% Ij	44% i	46% P	36%	38%	33%	43%	39%	45% r	75% WX	17%	41% W
PROBABLY PERRY	26	8	9	5	-	1	1	1	6	2	2	5	8	2	12	13	-	7	7	4	9	11	8	7
	4%	5% E	5% E	5% E	-	3%	4%	4%	5%	2%	3%	5%	6%	2%	4%	4%	-	7% Q	4% Q	3% q	6% Q	5%	3%	6%
LEAN PERRY	18	3	6	5	3	1	-	1	3	1	1	4	6	4	7	11	-	-	4	5	8	8	3	6
	3%	2% g	3% G	4% G	6%	2%	-	4%	2%	1%	1%	3%	4%	5%	2%	4%	-	-	2% qr	5% QR	5% QR	4% w	1%	5% w
LEAN OBAMA	8	4	3	1	-	-	-	-	4	-	-	1	2	1	-	8	-	3	3	2	1	-	5	3
	1%	2% efgh	2% efgh	1%	-	-	-	-	3% JK	-	-	1%	2%	1%	-	3% O	-	3%	1%	2%	-	-	2% V	2% v
PROBABLY OBAMA	23	10	2	6	1	2	1	1	5	3	6	6	1	3	10	13	2	3	7	7	4	4	15	4
	4%	5% C	1%	5% c	3%	4%	3%	6%	4% m	3%	9% M	5% M	1%	3%	3%	4%	13%	3%	3%	7%	2%	2%	6% V	3%
DEFINITELY OBAMA	213	82	46	31	15	15	15	8	58	32	28	33	37	24	89	124	7	37	68	38	45	8	170	35
	35%	46% CD	28%	28%	33%	33%	49% Cd	36%	46% LMN	38%	42% lm	29%	28%	31%	31%	40% O	49%	42% u	35%	36%	30%	4%	62% VX	27% V

Continued

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	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-SBORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (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)
UNDECIDED	42	13	13	6	2	1	4	3	8	11	1	8	9	6	22	21	-	6	15	5	12	9	20	13
	7%	7%	8%	6%	5%	3%	13%	12%	7% K	13% K	1%	7% K	7% K	8% k	8%	7%	-	7% Q	8% Q	5% Q	8% Q	4%	7%	11% V
REFUSED	24	5	6	5	2	3	2	1	3	5	4	5	4	4	15	9	-	3	7	3	5	10	7	6
	4%	3%	4%	5%	5%	6%	7%	3%	2%	5%	5%	5%	3%	5%	5%	3%	-	4% q	3% Q	3% q	3% Q	5%	3%	5%

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	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	70	123	69	83	117	89	106	92	111	165	71	55	97	219	247	120	442	9	15
	100%	12%	20% BE	12% BE	14%	20% BE	15% BE	18%	15%	19%	27%	12%	9%	16%	37%	41%	20%	74%	2%	2%
**D/S (PERRY - OBAMA)	45	14	18	20	-16	-	10	87	68	-51	-83	17	6	-65	-47	164	-83	135	-5	-3
	7%	20% EF	15% EF	29% CEFG	-19%	- E	11% EF	82% JKLM	74% JKLM	-46%	-50%	25% JKM	10% JK	-67%	-22% N	66% NO	-69%	30% QST	-55%	-20% Q
TOTAL PERRY																				
SEP 22-25, 2011	289	38	64	40	30	53	45	90	77	25	33	38	27	12	72	195	15	262	2	5
	48%	54% E	52% E	58% Ef	36%	46%	51% e	85% JKLM	83% JKLM	22%	20%	53% JK	49% JK	12%	33% N	79% NO	12%	59% QST	23%	32%
JUL 12-13, 2011	281	60	47	29	81	38	26	76	91	22	28	38	27	8	76	190	7	262	4	4
	47%	48% f	48% f	44%	59% dFG	36%	39%	77% JKLM	92% HJKLM	18%	18%	59% JK	48% JK	8%	33% N	74% NO	6%	57% QT	100% QRT	22%
TOTAL OBAMA																				
SEP 22-25, 2011	244	24	46	20	46	54	36	3	9	76	115	20	21	76	119	31	98	128	7	7
	41%	35%	37%	29%	55% BCDG	46% D	40%	3%	10% h	68% HILM	70% HILM	29% HI	38% HI	79% OP	54% P	13%	81% RT	29%	77% R	51%
JUL 12-13, 2011	258	55	38	29	45	59	31	14	5	92	106	17	24	85	136	33	100	144	-	11
	43%	44%	39%	45%	33%	55% CE	48% e	14% i	5%	73% HILM	68% HILM	26% hI	43% HIl	85% OP	58% P	13%	93% RST	31% S	-	57% RS
DEFINITELY PERRY	245	35	54	34	25	45	36	84	64	19	27	30	21	9	55	171	14	223	2	2
	41%	50% E	44% E	48% E	30%	38%	40%	79% JKLM	69% JKLM	17%	16%	42% JK	38% JK	10%	25% N	69% NO	11%	50% QsT	23%	17%
PROBABLY PERRY	26	3	5	4	5	4	4	5	6	4	3	3	4	2	10	13	-	23	-	2
	4%	5%	4%	6%	6%	3%	5%	4%	7% k	4%	2%	5%	7%	2%	4%	5%	-	5% QS	-	15%
LEAN PERRY	18	-	4	3	-	5	5	2	7	1	2	4	2	-	7	11	1	16	-	-
	3%	-	3% BE	4% be	-	4% BE	6% BE	2%	7% hJK	1%	2%	6% j	3%	-	3% N	5% N	1%	4% QST	-	-
LEAN OBAMA	8	-	-	-	4	4	1	-	-	-	5	-	3	2	5	1	1	6	1	-
	1%	-	-	-	4% bcd	3% bcd	1%	-	-	-	3% HIJL	-	6% hijl	2%	2% p	-	1%	1% T	10%	-
PROBABLY OBAMA	23	3	4	1	3	8	3	-	4	8	7	2	2	5	12	6	5	15	2	1
	4%	4%	3%	2%	3%	6%	3%	-	4% H	7% H	5% H	3%	3%	5%	5% p	2%	4%	3%	20%	6%
DEFINITELY OBAMA	213	21	41	19	40	42	32	3	5	68	103	18	16	69	102	25	91	107	4	7
	35%	30%	34%	27%	48% BcD	36%	36%	3%	5%	61% HILM	63% HILM	26% HI	29% HI	72% OP	47% P	10%	76% RT	24%	47%	46%

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UNDECIDED	42	6	9	5	3	8	7	6	2	7	13	9	5	5	20	14	5	34	-	1
	7%	8%	8%	7%	3%	7%	8%	6%	3%	6%	8% I	12% I	9%	5%	9%	6%	4% S	8% S	-	5%
REFUSED	24	2	4	4	4	2	1	6	4	4	3	4	2	4	8	7	3	19	-	2
	4%	3%	4%	6% g	5%	2%	1%	6% k	4%	4%	2%	6%	4%	4%	4%	3%	2%	4% S	-	12%

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