

# Results of SurveyUSA Election Poll #19169



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 04/26/2012 - 04/30/2012

Release Date: 05/01/2012

**In Mad Scramble for North Carolina's 15 Electoral Votes, Obama 4 Atop Romney, 6 Months to Election Day:** In an election for President of the United States toady 05/01/12, incumbent Democrat Barack Obama narrowly holds North Carolina's 15 critical electoral college votes, according to a SurveyUSA poll conducted exclusively for WRAL-TV Raleigh. Obama leads 12:1 among North Carolina's African Americans, who are 20% of the voters in this poll. If blacks turnout in smaller numbers, Obama will underperform these poll numbers. Republican Mitt Romney leads by 20 points among North Carolina's white voters and by 5 points among Independents. 15% of Democrats cross-over to vote Republican. But: Romney is significantly disadvantaged among Moderates, where Obama leads by 23 points; without greater support from Moderates, Romney will have trouble turning the swing-state Red. Romney leads in greater Charlotte, is tied with Obama in greater Greensboro, and trails Obama in Raleigh and in Southern and Coastal NC. Obama leads among the least affluent voters; the two are effectively even among middle-income voters; Romney leads among more affluent voters. **Cell-phone respondents and home-phone respondents included in this research:** 1,945 North Carolina adults were interviewed by SurveyUSA 04/26/12 through 04/30/12. Of the adults, 1,636 were registered to vote, and were asked the head-to-head question. This research was conducted using blended sample, mixed-mode. Respondents reachable on a home telephone (77% of registered voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (23% of registered voters) were shown a questionnaire on their smartphone, tablet, laptop or other electronic device. Cell respondents provide almost all of Obama's advantage. Among home-phone respondents, Obama and Romney are effectively even. Among cell-phone respondents, Obama leads by 15 points. When the 2 groups are proportionally blended, Obama leads by the 4 points here reported. In 2008, Obama carried North Carolina by one-half of one percentage point. In 2004, George Bush carried North Carolina with 56% of the vote.

**1** In a general election for President today, if the only two candidates on the ballot were Barack Obama and Mitt Romney, who would you vote for?

1636 Registered Voters	All	Gender		Age				Race		Cell Phone / Lan		Party			Tea Party Memb	
		Male	Female	18-34	35-49	50-64	65+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepen	Yes	No
Margin of Sampling Error: +/-2.5%																
Barack Obama (D)	47%	44%	50%	52%	49%	47%	40%	35%	85%	52%	46%	10%	78%	41%	**	49%
Mitt Romney (R)	43%	46%	41%	38%	41%	44%	52%	55%	7%	37%	45%	83%	15%	46%	**	42%
Undecided	9%	10%	9%	10%	10%	9%	8%	10%	8%	11%	9%	7%	7%	13%	**	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	47%	53%	26%	27%	29%	18%	71%	20%	23%	77%	32%	45%	20%	5%	92%

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1636 Registered Voters	All	Ideology					Education			Income			Region			
		Very Co	Conser	Moder	Liberal	Very Li	High Sc	Some C	College	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-2.5%																
Barack Obama (D)	47%	20%	27%	55%	89%	76%	51%	46%	47%	49%	47%	44%	43%	46%	55%	46%
Mitt Romney (R)	43%	76%	64%	32%	7%	13%	38%	44%	45%	38%	45%	49%	49%	46%	37%	41%
Undecided	9%	4%	9%	12%	4%	11%	10%	10%	8%	13%	7%	6%	9%	9%	8%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	15%	26%	34%	13%	5%	23%	32%	45%	37%	37%	26%	35%	18%	31%	15%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

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**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.