

# Countdown to Election Day: North Carolina

Elon University Poll

October 21-26, 2012, Survey

---

**Kenneth E. Fernandez, Ph.D.**

Director of the Elon University Poll

Assistant Professor of Political Science

[kfernandez@elon.edu](mailto:kfernandez@elon.edu)

(336) 278-6438

**Jason A. Husser, Ph.D.**

Assistant Director of the Elon University Poll

Assistant Professor of Political Science

[jhusser@elon.edu](mailto:jhusser@elon.edu)

(336) 278-5239

**John L. Robinson**

Director of Communications for the Elon University Poll

[jrobinson24@elon.edu](mailto:jrobinson24@elon.edu)

---

**Daniel J. Anderson**

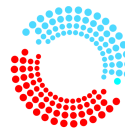
Vice President for University Communications

**Eric Townsend**

Director of the Elon University News Bureau

**Table of Contents**

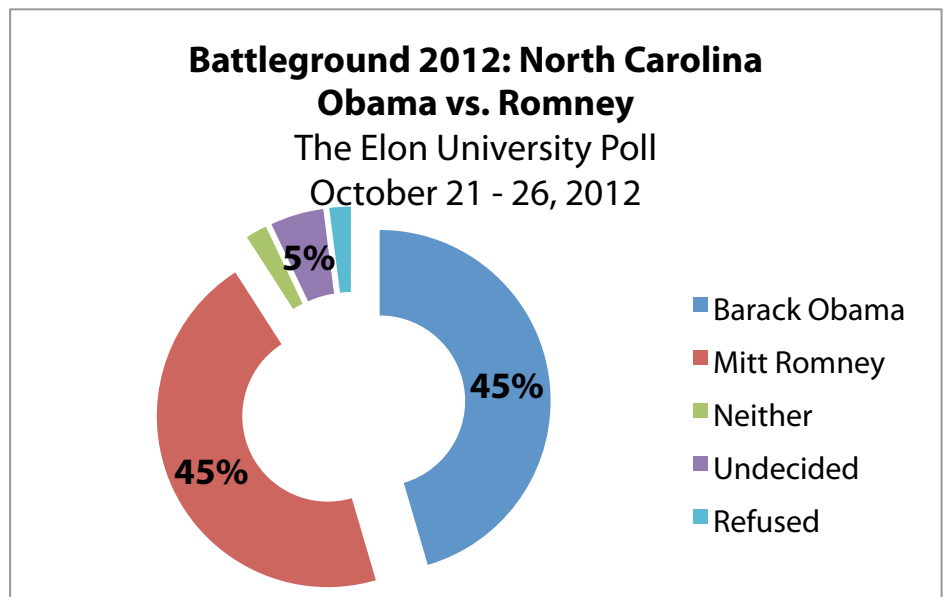
<b>Part</b>	<b>Description .....</b>	<b>Page #</b>
1.	<a href="#">Executive Summary</a> .....	2
2.	<a href="#">Basic Methodological Information</a> .....	7
3.	<a href="#">Presidential Vote Intention in North Carolina</a> .....	8
4.	<a href="#">Gubernatorial Vote Intention in North Carolina</a> .....	9
5.	<a href="#">Presidential Vote Cross-Tabs</a> .....	10
6.	<a href="#">Question Wordings and Frequencies for Likely Voters</a> .....	22
7.	<a href="#">Registered Voter Information</a> .....	32
8.	<a href="#">Methodology</a> .....	33
9.	<a href="#">The Elon University Poll Team</a> .....	38



## Executive Summary

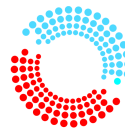
According to a telephone survey of likely voters in North Carolina conducted by the Elon University Poll, Mitt Romney and Barack Obama are tied with 45% of respondents saying they have voted for or are planning to vote for either candidate (margin of error +/- 2.79%). Approximately 5% of likely voters were undecided, with an even split of undecided voters leaning toward both candidates.

The Elon University Poll conducted a landline and cell phone survey between October 21<sup>st</sup> and October 26<sup>th</sup>. The survey consisted of a random sample of 1238 likely voters (this includes those respondents who stated they had already voted via absentee or on-site early voting).



While asking people who they voted for or planned to vote for, the survey also compared the two presidential candidates on several issues and characteristics. Although Romney and Obama are tied in North Carolina, more respondents stated Barack Obama is better able to handle issues like national security, health care, foreign relations, and immigration. In addition, more voters said Obama has a clearer plan to address the country's problems, is honest and trustworthy, and shares their values more closely.

The economy was the only issue on which Mitt Romney outperformed Barack Obama. Almost 52% of likely voters said Romney would better handle the economy if elected, compared to 42% who believed Obama would do a better job.

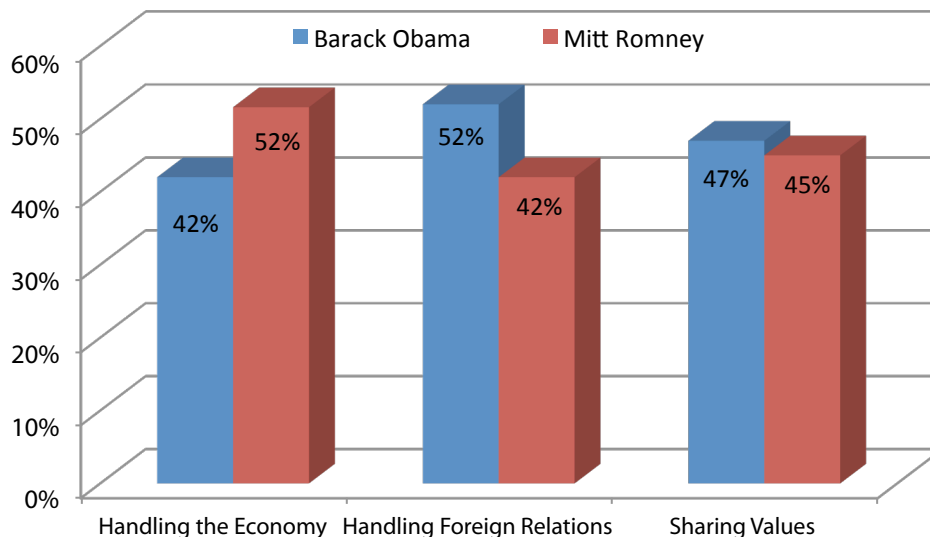


## The Economy and the 2012 Presidential Election

Given that voters see Barack Obama as the stronger candidate on so many issues and dimensions, the closeness of the race is perhaps surprising. This suggests how important the economy is to voters. Those respondents who believe Romney is more capable of handling the economy (over half of all respondents) are far more likely to support Romney (87% compared to 5% for Obama).

However, concerns for the economy have begun to wane. An earlier poll conducted by the Elon University Poll in August found that 37% of likely voters believed the economy would get better in the next year. In contrast, this report shows almost half of respondents now believe the economy will improve in the next year (49%).

## Characteristics: Obama vs. Romney The Elon University Poll October 21-26, 2012



Recent reports of modest gains in employment and quarterly GDP growth may have increased voter optimism. Resurgent optimism would be valuable to the President as those

respondents with a more optimistic view of the economy are considerably more likely to vote for him (64% compared to 29%).

Related to economic concerns is the debate over taxes. Even though voters overwhelmingly believe Romney is more capable of addressing the country's economic problems, our sample also suggests that they believe Romney is more likely to raise taxes on the middle class.

Only 37% of respondents believed Obama would raise taxes on the middle class, compared to the 49% who believe Romney is the more likely candidate to raise taxes on the middle class. In addition, from August to October, we found an increase in opposition to tax cuts for those making over \$250,000 a year, suggesting that the tax debate may be giving the Democratic candidate a slight advantage.

## **The Gender Gap and Voting**

The gender gap remains an important factor affecting support for the two major party candidates. Although Romney seemed to have gained ground with women voters during the last Elon University Poll conducted during the Republican National Convention, recent findings show Obama with a large lead among women.

Over half of women respondents said they have voted or will vote for Barack Obama, compared to 39% of men. Single women show the greatest support for Obama (69%), followed by women who are separated from their spouses (64%), followed by divorced women (57%), and then followed by women who are widowed (50%). Only married women lean toward Romney with 51% saying they have voted or will vote for the former governor of Massachusetts compared to 41% supporting the President. Breaking down gender by age group shows that women in most age groups favor Obama. Only women in the age group of 41-50 years of age showed stronger support for Mitt Romney than Barack Obama.

## **Early Voting in North Carolina**

Absentee ballots were mailed on September 7<sup>th</sup>. Early voting began at One Stop Early Voting Sites across the state on October 18<sup>th</sup> and continues through November 3<sup>rd</sup>. In 2008 over 42 % of registered voters voted early. Surveying likely voters from October 21<sup>st</sup> to the 26<sup>th</sup>, the Elon University Poll found almost 23% of respondents said they had already voted.

Not surprisingly, early voters were more enthusiastic about the election. Fifty-three percent of early voters said they were very excited compared to 43% of likely voters. The Elon University Poll found 55% of early voters saying they voted for Barack Obama compared to 37% saying they voted for Mitt Romney. It should be noted that 6% of early voters did not want to reveal whom they voted for. Notably, 27% of early voters were African American. In addition, early voters tended to be older with a median age of 53 for early voters compared to a median age of 47 for likely voters overall.

### **Race, Age, Excitement and Turnout**

Likely voters seem excited about the upcoming presidential election. The Elon University Poll found that approximately 74% of likely voters said they were somewhat or very excited about the election (up slightly from 70% in August). That excitement was fairly even across men and women, across Democrats and Republicans, and across supporters of both candidates.

Although the youth vote is difficult to gauge because this group tends to be underrepresented in likely voter surveys, results from this survey suggest their excitement is beginning to pick up. In our representative sample, young voters (18-30 years old) are much more likely to vote for Barack Obama, while Romney has an advantage with voters over 40 years of age.

Race remains an important predictor of both vote choice and turnout. Approximately 21.5% of likely voters were African-American and this group was seen as having higher levels of excitement than whites. In a prior survey, the Elon University Poll found almost half of all Blacks said they were very excited about the upcoming election. This recent survey finds an increase in African-American enthusiasm with over 61% saying they are very excited about

the election. African-American support for Obama remains stable with approximately 88 % of Blacks saying they have voted or will vote for the President (compared to 89 % in an Elon University Poll conducted in August).

## **Countdown to Election Day**

The historic competitiveness of the 2012 campaign means voter turnout in North Carolina will be critical in determining the outcome of the election. At this point in the race, mobilization is even more important than converting the dwindling and divided undecided voters.

North Carolina has received a substantial amount of attention from both candidates since gaining swing state status after the close race in 2008. Surely influenced by those aggressive campaigns, official statistics show early voting in North Carolina already exceeding 2008 levels for Democrats, Republican, and Independents. Many have recently questioned North Carolina's status as a battleground state. The results of the latest Elon University Poll suggest that North Carolina is still very much in play.

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

## Basic Methodological Information

---

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Sample Area:	North Carolina
Dates in the field:	October 21 – October 26, 2012
Sample Size (Likely Voters)	1,238
Margin of Error (Likely Voters)	±2.79
Confidence Level	95%
Weighting Variables	Age , Race, Gender, Phone Ownership, and Early Voting



## Presidential Vote Intention in North Carolina

### Questions:

[For those who had not voted early]

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

[For early voters; two questions]

1: Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

2: Did you vote for Barack Obama or Mitt Romney?

### Likely Voters (Presidential)

<b>Barack Obama</b>	562	45.4%
<b>Mitt Romney</b>	561	45.3%
<b>Neither</b>	25	2.1%
<b>Don't Know</b>	63	5.1%
<b>Refused</b>	27	2.2%
<b>N=</b>	1,238	100%

\*Observations may not exactly equal N due to rounding of weighted frequency

## Gubernatorial Vote Intention in North Carolina

### Questions:

[For those who had not voted early]

If the 2012 presidential election were held today between Walter Dalton, the Democrat, and Pat McCrory, the Republican, who would you vote for?

[For early voters; two questions]

1: Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

2: Did you vote for Walter Dalton, the Democrat, or Pat McCrory, the Republican?

### Likely Voters (Gubernatorial)

<b>Walter Dalton</b>	473	38%
<b>Pat McCrory</b>	643	52%
<b>Neither</b>	21	2%
<b>Don't Know</b>	94	8%
<b>Refused</b>	8	1%
<b>N=</b>	1,238	100%

\*Observations may not exactly equal N due to rounding of weighted frequency

## Presidential Vote Cross-Tab

Questions:

[For those who had not voted early]

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

[For early voters- two questions]

1: Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

2: Did you vote for Barack Obama or Mitt Romney?

**Table 1: Presidential Vote by Party**

Party Identification	Presidential Vote Choice					Total
	Barack Obama	Mitt Romney	Neither	Don't Know	Refused	
	%	%	%	%	%	%
Strong Democrat	95	1	0	2	2	100
Democrat	67	22	0	9	2	100
Independent - Leaning Democrat	78	8	3	9	1	100
Independent	27	44	9	16	5	100
Independent - Leaning Republican	5	84	2	6	2	100
Republican	15	80	1	4	0	100
Strong Republican	0	97	1	0	1	100
Don't Know	29	45	13	5	7	100
Refused	50	28	0	22	0	100
Total	46	45	2	5	2	100

**Table 2: 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>	
<b>Governor Vote</b>	%	%	%	%	%	%
Walter Dalton	87	5	1	4	2	100
Pat McCrory	13	80	1	4	1	100
Other	37	24	33	6	0	100
Don't Know	60	20	5	15	0	100
Refused	0	0	0	0	100	100
Total	45	45	2	5	2	100

**Table 3: Presidential Vote by Early Voting**

	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
<b>Early Vote (as of 10-26-12)</b>	%	%	%	%	%	%
Yes	55	37	0	1	6	100
No	43	48	3	6	1	100
Total	45	45	2	5	2	100

**Table 4: Presidential Vote by Age**

Age Category	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
	%	%	%	%	%	%
18-30	56	30	3	8	2	100
31-40	50	42	3	3	2	100
41-50	39	51	2	7	0	100
51-65	40	53	1	3	2	100
65+	43	51	2	2	2	100
Total	45	46	2	5	2	100

**Table 5: Presidential Vote by Income**

Income	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
	%	%	%	%	%	%
Less than \$25,000	60	30	3	6	1	100
\$25,000 to \$50,000	51	41	3	3	1	100
\$50,000 to \$75,000	47	48	0	3	3	100
More than \$75,000	38	55	1	4	2	100
Don't Know	45	35	0	20	0	100
Refused	28	47	6	9	10	100
Total	45	45	2	5	2	100

**Table 6: Presidential Vote by Gender**

	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>
<b>Gender</b>	%	%	%	%	%	%
Male	39	51	3	5	2	100
Female	51	40	1	5	2	100
Total	45	45	2	5	2	100

**Table 7: Presidential Vote by 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>
<b>Education</b>	%	%	%	%	%	%
Less than HS	54	36	0	4	6	100
High School / GED	46	44	2	5	2	100
Some College/ AA / Technical	41	48	2	8	1	100
College Graduate	45	49	1	3	2	100
Graduate School	51	37	5	4	3	100
Don't Know	62	0	0	0	38	100
Refused	73	0	0	27	0	100
Total	45	45	2	5	2	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	33	59	2	5	1	100
Black	88	2	0	4	5	100
Other	47	33	7	7	5	100
Total	45	45	2	5	2	100

**Table 9: Presidential Vote by Church Attendance**

Church Attendance	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
	%	%	%	%	%	
Never	58	29	4	7	2	100
A few times a year	52	41	1	6	0	100
Once or twice a month	44	47	3	2	3	100
Almost every week	34	58	1	4	3	100
Every week	40	52	1	6	2	100
Don't Know	46	54	0	0	0	100
Refused	0	27	0	0	73	100
Total	45	45	2	5	2	100

**Table 10: Presidential Vote by Religion**

	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
<b>Religion</b>	%	%	%	%	%	%
Born-Again Christian	37	55	2	4	3	100
Other Christian	47	43	2	6	2	100
Catholic	34	61	1	4	0	100
Not Religious	69	22	1	7	1	100
Other	73	15	4	8	0	100
Don't Know	57	30	0	13	0	100
Refused	41	12	8	11	28	100
Total	45	45	2	5	2	100

**Table 11: Presidential Vote by Area of Origin**

	Presidential Vote Choice					Total
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	
<b>Area of Origin</b>	%	%	%	%	%	%
Non-Southern Native	48	43	3	5	1	100
NC Native	45	45	1	6	3	100
Southern Native	41	51	4	3	1	100
Total	45	45	2	5	2	100



**Table 12: Presidential Vote by Economic Expectation**

<b>Economic Expectation</b>	<b>Presidential Vote Choice</b>					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Better	64	29	1	4	2	100
Worse	14	57	13	11	5	100
About the same	39	50	2	7	1	100
Don't know	12	83	1	2	1	100
Refused	0	100	0	0	0	100
Total	45	45	2	5	2	100

**Table 13: Presidential Vote by Election Excitement**

<b>Election Excitement</b>	<b>Presidential Vote Choice</b>					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Very excited	48	48	0	2	2	100
Somewhat excited	50	41	2	4	3	100
Not that excited	35	45	6	12	2	100
Total	45	45	2	5	2	100

**Table 14: Presidential Vote by Economy Perception**

Who would better handle the economy?	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>
	%	%	%	%	%	%
Barack Obama	88	0	20	15	40	42
Mitt Romney	6	98	47	50	28	51
Neither	2	1	24	8	0	2
Don't Know/Undecided	4	1	9	27	25	4
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 15: Presidential Vote by Foreign Relations Perception**

Which candidate would better handle relations with other countries?	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>
	%	%	%	%	%	%
Barack Obama	96	8	20	68	51	52
Mitt Romney	3	85	26	17	32	42
Neither	0	2	40	1	0	2
Don't Know/Undecided	1	5	13	14	12	4
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 16: Presidential Vote by Health Care Perception**

Which candidate would better handle the issue of health care?	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>
	%	%	%	%	%	%
Barack Obama	95	7	13	49	53	50
Mitt Romney	2	88	30	23	28	43
Neither	2	3	42	10	0	3
Don't Know/Undecided	1	3	15	18	13	3
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 17: Presidential Vote by Immigration Perception**

Who would better handle the issue of immigration?	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>
	%	%	%	%	%	%
Barack Obama	89	6	28	41	39	47
Mitt Romney	6	87	39	32	32	45
Neither	1	2	28	0	2	2
Don't Know/Undecided	4	5	5	27	21	6
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 18: Presidential Vote by National Security Perception**

<b>Who would better handle national security?</b>	<b>Presidential Vote Choice</b>					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Barack Obama	92	4	36	43	35	47
Mitt Romney	4	90	29	41	28	46
Neither	1	1	35	0	5	2
Don't Know/Undecided	3	4	0	16	26	5
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 19: Presidential Vote by Values Perception**

<b>Which candidate shares your values more closely?</b>	<b>Presidential Vote Choice</b>					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Barack Obama	93	2	9	48	39	47
Mitt Romney	2	93	21	22	32	45
Neither	3	2	60	19	3	4
Both	1	1	0	1	0	1
Don't Know/Undecided	1	1	11	10	7	2
Refused	0	0	0	0	19	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 20: Presidential Vote by Trustworthiness Perception**

Which candidate is more honest and trustworthy?	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>
	%	%	%	%	%	%
Barack Obama	92	0	27	49	47	46
Mitt Romney	1	80	19	14	23	38
Neither	5	11	49	18	9	9
Both	1	4	0	6	3	3
Don't Know/Undecided	1	5	4	13	7	4
Refused	0	0	0	0	11	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 21: Presidential Vote by Clarity of Plan Perception**

Which candidate has the clearer plan for addressing the country's problems?	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>
	%	%	%	%	%	%
Barack Obama	89	2	23	39	39	45
Mitt Romney	2	86	26	12	21	41
Neither	6	9	46	18	20	9
Both	1	1	2	4	0	1
Don't Know/Undecided	3	2	2	27	13	4
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

**Table 22: Presidential Vote by Taxes on Middle Class Perception**

<b>Which candidate would be more likely to raise taxes on the middle class?</b>	<b>Presidential Vote Choice</b>					
	<u>Barack Obama</u>	<u>Mitt Romney</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%	%
Barack Obama	11	67	21	12	34	37
Mitt Romney	80	17	54	68	27	49
Neither	2	4	9	6	0	3
Both	4	6	16	4	9	5
Don't Know/Undecided	3	6	0	10	24	5
Refused	0	0	0	0	6	0
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

## Question Wordings and Frequencies for *Likely Voters*

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

### Early Voter

Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

Yes .....	280.....	23%
No.....	958.....	77%
N= .....	1,238.....	100%

[IF NO, THEN SKIP TO PRESVOTE]

### Early Vote For President

Barack Obama .....	182.....	55%
Mitt Romney .....	123.....	37%
Neither .....	2 .....	1%
Don't Know/Undecided .....	3 .....	1%
Refused .....	20 .....	6%
N= .....	331 .....	100%

### Early Vote for Governor

Did you vote for the Walter Dalton, the Democrat or Pat McCrory, the Republican?

Walter Dalton - DEMOCRAT .....	172.....	52%
Pat McCrory - REPUBLICAN.....	145.....	44%
Neither .....	6 .....	2%
Don't Know/Undecided .....	4 .....	1%
Refused .....	4 .....	1%
N= .....	331 .....	100%

### IF EARLY VOTING equals 1 SKIP TO Candidate Issue Questions

## **Presidential Vote Choice<sup>1</sup>**

***(only those who didn't early vote)***

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

Barack Obama .....	386.....	43%
Mitt Romney .....	433.....	48%
Neither .....	23.....	3%
Don't Know/Undecided.....	57.....	6%
Refused .....	9.....	1%
N= .....	907.....	100%

## **Presidential Vote Choice – Undecided Probe**

[If Presidential Vote Choice = Undecided]

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

Barack Obama .....	17.....	25%
Mitt Romney .....	17.....	24%
Neither .....	17.....	24%
Don't Know/Undecided.....	19.....	27%
N= .....	70.....	100%

## **Gubernatorial Vote Choice**

***(only those who didn't early vote)***

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?

Walter Dalton - DEMOCRAT .....	310.....	34%
Pat McCrory - REPUBLICAN.....	493.....	54%
Neither .....	15.....	2%
Don't Know/Undecided.....	85.....	9%
Refused .....	4.....	0%
N= .....	907.....	100%

<sup>1</sup> The orders of candidate names are randomized in all candidate questions.



## **Candidate – Issues Questions**

The next few questions will ask you which presidential candidate would be better in different areas.

Please answer each question by naming either Barack Obama or Mitt Romney.

[NOTE: The order of these questions and candidate names are randomized]

### **Who would better handle the economy?**

Barack Obama .....	520.....	42%
Mitt Romney .....	637.....	52%
Neither .....	27.....	2%
Don't Know/Undecided.....	52.....	4%
Refused .....	2.....	0%
N= .....	1,238.....	100%

### **Which candidate would better handle relations with other countries?**

Barack Obama .....	648.....	52%
Mitt Romney .....	519.....	42%
Neither .....	22.....	2%
Don't Know/Undecided.....	48.....	4%
Refused .....	2.....	0%
N= .....	1,238.....	100%

### **Which candidate would better handle the issue of health care?**

Barack Obama .....	618.....	50%
Mitt Romney .....	536.....	43%
Neither .....	43.....	4%
Don't Know/Undecided.....	40.....	3%
Refused .....	2.....	0%
N= .....	1,238.....	100%

### **Who would better handle the issue of immigration?**

Barack Obama .....	580.....	47%
Mitt Romney .....	560.....	45%
Neither .....	24.....	2%
Don't Know/Undecided.....	72.....	6%
Refused .....	2.....	0%
N= .....	1,238.....	100%

## Who would better handle national security?

Barack Obama .....	586.....	47%
Mitt Romney .....	571.....	46%
Neither .....	23.....	2%
Don't Know/Undecided.....	56.....	5%
Refused .....	2.....	0%
N= .....	1,238.....	100%

## Candidate – Characteristics

### Which candidate shares your values more closely?

Barack Obama .....	577.....	47%
Mitt Romney .....	560.....	45%
Neither .....	53.....	4%
Both.....	17.....	1%
Don't Know/Undecided.....	25.....	2%
Refused .....	5.....	0%
N= .....	1,238.....	100%

### Which candidate is more honest and trustworthy?

Barack Obama .....	570.....	46%
Mitt Romney .....	470.....	38%
Neither .....	115.....	9%
Both.....	32.....	3%
Don't Know/Undecided.....	47.....	4%
Refused .....	5.....	0%
N= .....	1,238.....	100%

### Which candidate has the clearer plan for addressing the country's problems?

Barack Obama .....	553.....	45%
Mitt Romney .....	512.....	41%
Neither .....	111.....	9%
Both.....	10.....	1%
Don't Know/Undecided.....	49.....	4%
Refused .....	2.....	0%
N= .....	1,238.....	100%

### Which candidate would be more likely to raise taxes on the middle class?

Barack Obama .....	461.....	37%
Mitt Romney .....	604.....	49%

Neither .....	39 .....	3%
Both .....	67 .....	5%
Don't Know/Undecided .....	64 .....	5%
Refused .....	2 .....	0%
N= .....	1,238 .....	100%

## **Excitement**

How excited are you about the upcoming presidential election? Are you very excited, somewhat excited, or not that excited?

Very excited.....	560 .....	45%
Somewhat excited.....	358 .....	29%
Not that excited.....	319 .....	26%
N= .....	1,238 .....	100%

## **Prospective Economic Evaluation**

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

Better .....	600 .....	49%
Worse.....	98 .....	8%
About the same .....	359 .....	29%
Don't know .....	178 .....	14%
Refused .....	3 .....	0%
N= .....	1,238 .....	100%

## **Taxes**

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

Support.....	376 .....	30%
Oppose.....	734 .....	59%
Don't Know.....	122 .....	10%
Refused .....	7 .....	1%
N= .....	1,238 .....	100%

## **Right Direction– Wrong Track: Country**

Do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?

Right Direction.....	535 .....	43%
Wrong Track.....	642 .....	52%

# ELON UNIVERSITY POLL

<http://www.elon.edu/elonpoll> • [facebook.com/elonpoll](https://facebook.com/elonpoll) • @elonpoll

Don't Know.....	57	.....	5%
Refused .....	4	.....	0%
N= .....	1,238	.....	100%

## **Happiness**

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

Very happy.....	307	.....	25%
Pretty happy .....	595	.....	48%
Not too happy .....	317	.....	26%
Don't Know.....	14	.....	1%
Refused .....	5	.....	0%
N= .....	1,238	.....	100%

## **Party ID**

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

(If Party ID=1)

Would you call yourself a strong Democrat or not a strong Democrat?

(If Party ID = 2)

Would you call yourself a strong Republican or not a strong Republican?

(If Party ID = 3, 4, or 8)

Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat.....	320	.....	26%
Democrat .....	147	.....	12%
Independent - Leaning Democrat .....	119	.....	10%
Independent .....	87	.....	7%
Independent - Leaning Republican.....	149	.....	12%
Republican.....	121	.....	10%
Strong Republican .....	226	.....	19%
Don't Know.....	49	.....	4%
Refused .....	6	.....	1%
N= .....	1,223	.....	100%

## **Education**

How much school have you completed?

Less than HS.....	45	.....	4%
High School / GED.....	167	.....	14%

Some College/ AA / Technical .....	406 .....	33%
College Graduate .....	414 .....	33%
Graduate School.....	198 .....	16%
Don't Know.....	3 .....	0%
Refused .....	5 .....	0%
N= .....	1,238 .....	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?

[If Church Attendance = YES]

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

Never .....	297 .....	24%
A few times a year .....	116 .....	9%
Once or twice a month.....	215 .....	17%
Almost every week .....	170 .....	14%
Every week.....	429 .....	35%
Don't Know.....	8 .....	1%
Refused .....	2 .....	0%
N= .....	1,238 .....	100%

## **Religion**

Do you consider yourself Christian, Jewish, Muslim, something else, or not religious?

(religion = Christian)

Do you consider yourself Protestant, Catholic, Mormon, or something else?

(If Christian = Protestant/Something else)

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

Born-Again Christian.....	592 .....	48%
Other Christian.....	309 .....	25%
Catholic.....	92 .....	7%
Not Religious.....	131 .....	11%
Other.....	83 .....	7%
Don't Know.....	20 .....	2%

Refused .....	11 .....	1%
N= .....	1,238 .....	100%

## **Income**

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

[Read 1<sup>st</sup> 2 responses]

(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.....	181 .....	15%
\$25,000 to \$50,000 .....	282 .....	23%
\$50,000 to \$75,000 .....	198 .....	16%
More than \$75,000.....	456 .....	37%
Don't Know.....	59 .....	5%
Refused .....	62 .....	5%
N= .....	1,238 .....	100%

## **Origin**

Did you grow up in North Carolina?

[if growup != 1]

Did you grow up in the South?

Non-Southern Native.....	327 .....	26%
NC Native .....	738 .....	60%
Southern Native.....	172 .....	14%
N= .....	1,238 .....	100%

## **Age**

How old are you?

Median: 47 years old

## **Race**

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

White .....	914 .....	74%
Black.....	267 .....	22%
Other.....	58 .....	5%
N= .....	1,238 .....	100%



## **POST-INTERVIEW QUESTIONS**

### **Gender**

Was the person male or female?

Male.....	588	.....	48%
Female.....	650	.....	53%
N= .....	1,238	.....	100%

### **Accent**

Did the person have a Southern accent?

Strong Southern Accent .....	263	.....	21%
Slight Southern Accent .....	542	.....	44%
No Southern Accent.....	433	.....	35%
N= .....	1,238	.....	100%



## Registered Voter Information

We report registered voters results because some consumers have special interest in them. However, we suggest media interested in results more reflective of the electorate refer to the above likely voter results.

Sample Size (Registered Voters)	1,397
Margin of Error (Registered Voters)	±2.62

## Registered Voters (Presidential)

<b>Barack Obama</b>	640	45.8%
<b>Mitt Romney</b>	607	43.4%
<b>Neither</b>	34	2.5%
<b>Don't Know</b>	63	6%
<b>Refused</b>	27	2.3%
<b>N=</b>	<b>1,397</b>	<b>100%</b>

## Registered Voters (Gubernatorial)

<b>Walter Dalton</b>	533	38.1%
<b>Pat McCrory</b>	700	50.1%
<b>Neither</b>	24	1.7%
<b>Don't Know</b>	131	9.4%
<b>Refused</b>	10	0.7%
<b>N=</b>	<b>1,397</b>	<b>100%</b>

## Methodology

The Elon University Poll is a scientific survey of registered voters in North Carolina. The poll is a telephone survey using live human interviewers. The survey uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Interviews for most surveys generally result in at least 1,000 interviews of North Carolinians registered to vote. Our target margin of error is at a maximum +/- 3 percent based on a 95 percent confidence interval. Please direct questions about the Elon University Poll's methodology to Dr. Jason Husser at [jhusser@elon.edu](mailto:jhusser@elon.edu) or Dr. Kenneth Fernandez at [kfernandez@elon.edu](mailto:kfernandez@elon.edu).

## Registered and Likely Voters

We measured likely voters using these questions.

- A. Are you registered to vote in North Carolina?
- B. In the coming presidential election, do you plan to vote?
- C. Do you remember for sure whether or not you voted in the 2008 presidential election?
- D. In 2008, did you vote for John McCain, Barack Obama, or someone else?
- E. Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

We report distinct results for registered voters distinct from results for likely voters. When a questionnaire does not include a vote intention question, we report only results for registered voters. We do not report results for non-registered voters.

## Procedures Used for Conducting the Poll

The Elon University Poll typically conducts surveys over at least a five-day period. Interviewers call from 4:00 p.m. to 9:00 p.m. during the week and from 1:00 p.m. to 6:00 p.m. during the weekend. Each survey report specifies dates and times called. The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The paid, live interviewers are adults from the target population.

## Additional Methodological Decisions

### Branching Questions

For many questions with multiple response options, we program our surveys to branch into a secondary probing question.

### Anticipated/Volunteered Response Options

We anticipate some response options that respondents volunteer despite not hearing them as options. Though some volunteered options are unpredictable, we code the more common options.

### "Don't Know" & "Refused" Response Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. In the vast majority of questions, interviewers do not prompt “don’t know” responses.

### Weighting

We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, household size, region, education, and age. Weighting rarely leads to substantial changes in results. We use demographic characteristics of registered voters when possible. We use iterative raking, adjusting one dimension at a time. We include detailed information about weighting of survey samples for each poll on both the Elon University Poll website and within released reports.

### Within Household Randomization

For landlines, we use the common “oldest-youngest” technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

### Completion Criteria

An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 20 percent of the questions are incompletes.

### Support for Transparency

The Elon University Poll supports transparency in survey research and is a supporter of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

### Question Construction and Question Order

In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

## **Sampling**

Survey Sampling International, LLC, provide samples of telephone numbers.

To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, a state, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of

interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.

The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of telephone numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

**For more information on the Elon University Poll, visit [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll).**

## Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*  
Elon University fully funds the Elon University Poll.
2. *Does the Elon University Poll favor a certain party?*  
The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.
3. *How do you measure likely voters?*  
We measure likely voters using these questions.
  - A. Are you registered to vote in North Carolina?
  - B. In the coming Presidential election, do you plan to vote?
  - C. Do you remember for sure whether or not you voted in the 2008 Presidential election?
  - D. In 2008, did you vote for John McCain, Barack Obama, or someone else?
  - E. Some people vote early or by absentee ballot, others wait for election day. Have you already voted in this presidential election?

The year (2008) and previous candidate names change over time.

4. *Do you report results for both registered AND likely voters?*  
Yes. We report distinct results for registered voters distinct from results for likely voters. When a questionnaire does not include a vote intention question, we reports only results for registered voters. We do not report results for non-registered voters.
5. *Where do you get your numbers?*  
We obtain samples of randomized phone numbers from Survey Sample International.
6. *How many times do you call a number before giving up?*  
We attempt to complete each working number five times before removing it from the sample.
7. *Do you call both cell phones and land lines?*  
Yes. We use a mixed sample of both cell phones and landlines. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.
8. *Does the Elon University Poll do IVR surveys or automated "robopolls"?*  
No. Well-trained students at Elon University conduct all our interviewers.
9. *Do you report non-response rates?*

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the October 21 -27 Poll was 11%, which is higher than the national average response rates of high quality survey organizations.

10. *Do you weight the data?*

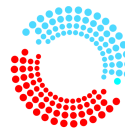
Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census parameters of residents in North Carolina. We then use likely voter questions to reduce the samples from this representative citizen sample.

11. *Do you randomize response options?*

Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as "more" and "less." Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.

12. *Do you conduct within-household randomization?*

Yes. For landlines, we use the common "oldest-youngest" rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.



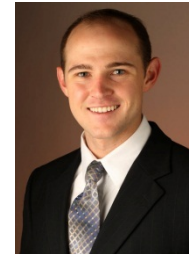
## The Elon University Poll Team

[Dr. Kenneth Fernandez](#) is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.



Fernandez

[Dr. Jason Husser](#) is the Assistant director. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. Dr. Husser is also Assistant Professor of Political Science at Elon University. He recently published an article on public opinion in the *American Journal of Political Science*. He was previously the Associate Coordinator of the Vanderbilt University Poll.



Husser

John Robinson serves as Director of Communications for the Poll. He is a former newspaper editor, veteran journalist, and North Carolina native.

Daniel Anderson is Vice President of Elon University Communications. Eric Townsend is Director of the Elon University News Bureau. Both work very closely with the directors in communicating results of the poll.



Robinson

Faculty members in the Department of Political Science, chaired by Dr. Sharon Spray, are also involved in advising the directors.

The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Alison Morrison-Shetlar. The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents.

Elon University fully funds the Elon University Poll. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors assists the directors with quality control and monitoring.

**For more information on the Elon University Poll, visit [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll).**