

# Results of SurveyUSA Election Poll #19082



Geography: North Carolina  
 Data Collected: 03/16/2012 - 03/20/2012  
 Release Date: 03/20/2012

Sponsor:  
 WRAL-TV (Raleigh)

**One Month Till North Carolina Voting Begins, Marriage Amendment Backed 5:3:** A constitutional amendment that would define marriage as between one man and one woman is supported 5:3 today, according to a SurveyUSA poll conducted for WRAL-TV in Raleigh. The amendment has 2:1 support in Charlotte and Western NC and in Southern and Coastal NC; 4:1 support among Republicans, 7:1 support among Tea Party members, and 8:1 support among those who call themselves "very conservative."

**Cell phones and home phones included in this research.** 1,990 North Carolina adults were interviewed by SurveyUSA 03/16/12 through 03/20/12. Of the adults, 1,446 were registered to vote in North Carolina. Of the registered voters, 1,001 were determined to be likely to vote in the 05/08/12 primary, and were asked questions about the marriage amendment. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (81% of adults), were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (19% of adults) were shown a questionnaire on their smartphone, tablet, laptop or other electronic device.

**1** North Carolina voters will vote on a constitutional amendment that says, quote, "Marriage between one man and one woman is the only domestic legal union that shall be valid or recognized in this State." If you were filling out your ballot today, would you vote for? Or against? This amendment?

1001 Likely Primary Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party			Tea Party Memb	
Margin of Sampling Error: +/-3.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democ	Indepen	Yes	No
For	58%	61%	55%	50%	58%	58%	65%	55%	61%	61%	56%	57%	58%	78%	46%	45%	85%	56%
Against	36%	34%	38%	44%	35%	33%	33%	38%	33%	34%	35%	38%	35%	18%	46%	47%	12%	37%
Undecided	6%	5%	7%	6%	7%	9%	2%	7%	6%	5%	10%	5%	7%	4%	8%	8%	3%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Primary Voters	100%	51%	49%	20%	28%	31%	22%	47%	53%	69%	21%	17%	83%	36%	45%	18%	8%	89%

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1001 Likely Primary Voters	All	Ideology					Marriage Vote		Recognition				Region			
Margin of Sampling Error: +/-3.1%		Very Co	Conser	Moder	Liberal	Very Li	For	Against	No Leg	Domest	Civil Un	Marriag	Charlott	Greens	Raleigh	Souther
For	58%	87%	79%	44%	21%	10%	100%	0%	90%	77%	32%	7%	60%	57%	53%	65%
Against	36%	11%	15%	46%	75%	90%	0%	100%	9%	14%	56%	90%	32%	38%	41%	30%
Undecided	6%	2%	6%	10%	4%	0%	0%	0%	1%	9%	12%	2%	8%	5%	7%	5%
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What recognition should same-sex couples have in North Carolina?  
 No legal recognition at all?  
 Domestic partner benefits from those private employers who choose to grant them, but no legal recognition?  
 Legal recognition through civil unions?  
 Or legal recognition through marriage?

1001 Likely Primary Voters	All	Gender		Age				<50 / 50+		Race		Cell Phone / Lan		Party			Tea Party Memb	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Cell Ph	Landlin	Republi	Democr	Indepen	Yes	No
Margin of Sampling Error: +/-3.2%																		
No Legal Recognition	37%	37%	36%	25%	34%	40%	46%	30%	42%	40%	31%	33%	37%	51%	30%	23%	39%	36%
Domestic Partner Benefits	19%	20%	19%	18%	19%	22%	18%	19%	20%	19%	19%	14%	21%	22%	17%	20%	38%	18%
Civil Unions	17%	17%	16%	14%	17%	17%	19%	16%	18%	17%	17%	15%	17%	15%	19%	16%	18%	17%
Marriage	21%	21%	21%	31%	24%	19%	12%	27%	16%	19%	19%	32%	19%	7%	27%	34%	1%	23%
Not Sure	6%	4%	8%	13%	5%	3%	5%	8%	4%	4%	13%	7%	6%	4%	7%	7%	4%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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Civil Unions	17%	6%	17%	24%	23%	4%	9%	26%	0%	0%	100%	0%	17%	14%	18%	17%
Marriage	21%	4%	7%	24%	56%	86%	3%	54%	0%	0%	100%	19%	26%	22%	18%	
Not Sure	6%	4%	5%	8%	5%	0%	5%	4%	0%	0%	0%	0%	5%	4%	7%	9%
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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.