



# HIGH POINT UNIVERSITY

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## **HPU/FOX 8 POLL: 46 PERCENT OF N.C. REGISTERED VOTERS WOULD VOTE FOR ROMNEY, 43 PERCENT FOR OBAMA**

**HIGH POINT, N.C., Sept. 3, 2012** – A new HPU/Fox 8 Poll completed just before Mitt Romney’s acceptance speech at the Republican National Convention finds that 46 percent of registered voters in North Carolina would vote for Mitt Romney for president while 43 percent would vote for Barack Obama.

An HPU Poll completed the week prior to the Republican National Convention had found the presidential candidates tied at 43 percent: <http://www2.highpoint.edu/articles/show.php?id=3010>

The president's job approval rating in North Carolina remains in the low 40s. And four-fifths of respondents said that they were following news about the elections more closely than in 2008.

“This poll shows that the race for president remained very tight going into Gov. Romney’s acceptance speech, but now things may be moving in his direction,” said Martin Kifer, director of the HPU Poll. “This continues to be a closely watched election in North Carolina. All eyes will be on Charlotte to see how President Obama’s chances are affected by the Democratic National Convention.”

### **Presidential race questions - Registered Voters**

If the election for President of the United States were held today, would you be voting for Barack Obama or Mitt Romney?

Mitt Romney – 46 percent  
Barack Obama - 43 percent  
Someone else - 5 percent  
Undecided – 6 percent

(For registered voters, n = 543, margin of sampling error is approximately 4.3 percent)

**Presidential Job approval:**

Do you approve or disapprove of the way that Barack Obama is handling his job as president?

Approve – 42 percent  
Disapprove - 53 percent  
Not sure - 6 percent

(For registered voters, n = 543, margin of sampling error is approximately 4.3 percent)

**Following the election:**

Would you say you have been following news about the elections more closely or less closely than you did in 2008?

More closely - 81 percent  
Less closely - 14 percent  
Not sure - 5 percent

(For registered voters, n = 543, margin of sampling error is approximately 4.3 percent)

For the survey, the HPU Poll through SurveyUSA interviewed 600 state of North Carolina adults Aug. 26 to Aug. 30. Of the adults, 543 were registered to vote. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (71 percent of registered voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (29 percent of registered voters), were shown a questionnaire on their smartphone, laptop, tablet, or other electronic device. In this research, consistent with findings in other states, cell-phone respondents are more Democratic than are landline respondents. Romney leads by 14 points among landline respondents. Obama leads by 22 points among cell-phone respondents. When the two groups are proportionally blended, the contest is, as reported here, 46 percent for Romney and 43 percent for Obama. Additional methodological explanation is available at:

<http://www.surveyusa.com/client/methodology6.aspx>

Additional details including crosstabs of these questions are available at the High Point University Survey Research Center website: <http://src.highpoint.edu/>

You can follow the HPU Poll on Facebook at <http://www.facebook.com/SurveyResearchCenter> and Twitter at <http://twitter.com/HPUSurveyCenter>.

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*nation. HPU was selected in the 2012-2013 list of "Colleges of Distinction," as well as one of the top green schools in the country by the Sierra Club. The university offers 44 undergraduate majors, 43 undergraduate minors and 11 graduate degree programs. It is a member of the NCAA, Division I and the Big South Conference. Visit High Point University on the Web at [highpoint.edu](http://highpoint.edu).*

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