

# Results of SurveyUSA Mkt Research Study #19577



Geography: North Carolina  
 Data Collected: 08/26/2012 - 08/30/2012  
 Release Date: 08/31/2012

Sponsor:  
 High Point University ()

**1** If the election for President of the United States were held today would you be voting for (choices rotated) Mitt Romney, Barack Obama, or someone else?

543 Registered Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Margin of Sampling Error: +/-4.3%															
Mitt Romney	46%	51%	42%	32%	45%	52%	62%	39%	56%	61%	8%	26%	11%	30%	53%
Barack Obama	43%	41%	45%	49%	42%	43%	34%	45%	40%	28%	83%	57%	81%	52%	39%
Someone Else	5%	3%	7%	4%	9%	4%	1%	6%	3%	5%	0%	14%	5%	5%	5%
Undecided	6%	5%	7%	15%	5%	0%	3%	10%	1%	6%	9%	3%	3%	14%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	27%	28%	28%	17%	55%	45%	70%	18%	8%	4%	29%	71%

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543 Registered Voters	All	Party				Region			
		Democr	Republi	Indepen	Someth	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.3%									
Mitt Romney	46%	8%	91%	52%	32%	45%	51%	45%	48%
Barack Obama	43%	85%	5%	28%	15%	48%	30%	45%	42%
Someone Else	5%	2%	3%	9%	31%	4%	5%	5%	5%
Undecided	6%	5%	1%	11%	22%	3%	14%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	32%	23%	4%	36%	17%	32%	15%

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

543 Registered Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Margin of Sampling Error: +/-4.3%															
Approve	42%	40%	43%	47%	39%	43%	34%	43%	40%	27%	86%	51%	80%	50%	39%
Disapprove	53%	54%	51%	40%	54%	57%	63%	47%	59%	68%	8%	41%	16%	40%	58%
Not Sure	6%	6%	6%	12%	6%	0%	3%	9%	1%	5%	6%	9%	4%	11%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	27%	28%	28%	17%	55%	45%	70%	18%	8%	4%	29%	71%

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

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Margin of Sampling Error: +/-4.3%									
Approve	42%	83%	5%	28%	20%	45%	31%	44%	43%
Disapprove	53%	10%	94%	67%	66%	50%	63%	52%	47%
Not Sure	6%	8%	1%	7%	14%	5%	6%	4%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	40%	32%	23%	4%	36%	17%	32%	15%

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

543 Registered Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
More Closely	81%	83%	79%	79%	76%	85%	84%	77%	85%	80%	79%	98%	69%	77%	82%
Less Closely	14%	13%	15%	16%	17%	11%	13%	16%	12%	14%	19%	1%	30%	19%	13%
Not Sure	5%	4%	6%	5%	7%	3%	3%	6%	3%	7%	2%	1%	1%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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More Closely	81%	77%	91%	77%	59%	77%	85%	82%	80%
Less Closely	14%	19%	5%	17%	32%	15%	13%	13%	16%
Not Sure	5%	5%	4%	6%	9%	8%	1%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
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