



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

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DAVID FLAHERTY 303-861-8585**

NORTH CAROLINA 2012 GENERAL ELECTION SURVEY RELEASE
OBAMA JOB APPROVAL: 40% APPROVE, 54% DISAPPROVE
OBAMA-GOP CHALLENGERS BALLOT TEST:
OBAMA 45%, ROMNEY 43%, UNDECIDED 12%
OBAMA 48%, PERRY 43%, UNDECIDED 9%
PERDUE JOB APPROVAL: 38% APPROVE, 48% DISAPPROVE
PERDUE-MCCRORY BALLOT TEST:
MCCRORY 44%, PERDUE 43%, UNDECIDED 13%

Louisville, CO – Magellan Strategies today released the results of an autodial survey of 923 likely 2012 North Carolina general election voters. The survey finds likely 2012 North Carolina voters in a very pessimistic mood, with 70% thinking the country is off on the wrong track, and only 23% thinking things are headed in the right direction. Independent voters feel slightly worse than all respondents, with only 13% believing that things are headed in the right direction.

Barack Obama Image Rating

Barack Obama's image rating is upside down, with 52% of all voters having an unfavorable opinion of him, and 44% having a favorable opinion of him. He has a very poor image rating among independents, seniors (voters 65 and older), white voters, and voters aged 18 to 34.

Barack Obama Image Rating by Voter Subgroup*

	All Voters	Male Voters	Female Voters	Ind Voters	Senior Voters	Voters 18-34	Af-Amer Voters	White Voters
Unfavorable Margin	+8	+9	+6	+16	+18	+16	-73	+31
Unfavorable	52%	53%	50%	55%	57%	54%	10%	64%
Favorable	44%	44%	44%	39%	39%	38%	83%	33%
No Opinion	4%	2%	5%	6%	4%	7%	5%	3%

**Survey results are rounded to a whole number from actual crosstab results.*

Barack Obama Job Approval

Among all respondents, 40% approve of the job Barack Obama is doing and 54% disapprove. Looking at responses by gender, we find male voters giving the President lower marks for his job performance than female voters, with 57% of men disapproving of the job he is doing and 51% of women disapproving of the job he is doing.

Barack Obama Job-Approval Rating by Voter Subgroup*

	All Voters	Male Voters	Female Voters	Ind Voters	Senior Voters	Voters 18-34	Af-Amer Voters	White Voters
Disapproval Margin	+14	+17	+10	+21	+24	+16	-69	+38
Disapprove	54%	57%	51%	56%	59%	55%	12%	66%
Approve	40%	40%	41%	35%	35%	39%	81%	28%
Undecided	6%	3%	8%	9%	6%	6%	7%	6%

*Survey results are rounded to a whole number from actual crosstab results.

Again, looking at responses by major voting subgroups we find poor job approval numbers among independents, seniors, voters aged 18 to 34 and white voters. Among independents, 35% approve of the job Barack Obama is doing and 56% disapprove. Among seniors, 35% approve of the job he is doing, and 59% disapprove. Among voters aged 18 to 34, a key demographic in the President's narrow North Carolina victory in 2008, only 39% approve of the job he is doing and 55% disapprove. Among white respondents, two thirds, or 66%, disapprove of the job he is doing and only 28% approve.

Barack Obama Re-Elect Rating by Voter Subgroup*

	All Voters	Male Voters	Female Voters	Ind Voters	Senior Voters	Voters 18-34	Af-Amer Voters	White Voters
Does Not Deserve Re-election Margin	+8	+11	+5	+20	+17	+14	-78	+34
Does Not Deserve Re-election	52%	54%	50%	57%	57%	54%	9%	65%
Does Deserve Re-election	44%	43%	45%	37%	40%	40%	87%	31%
No Opinion	4%	3%	5%	6%	3%	6%	4%	4%

*Survey results are rounded to a whole number from actual crosstab results.

When voters were asked if they think the President deserves re-election, a slight majority, 52%, responded that he does not deserve re-election, and 44% responded that he does deserve re-election. Again, the survey finds problems for the President among independents, seniors, voters aged 18 to 34, and white voters.

The Republican Presidential Field

The survey tested the image ratings of Republican candidates Mitt Romney and Rick Perry. Both candidates currently have upside down image ratings. Among all respondents, 30% have a favorable opinion of Mitt Romney, and 44% have an unfavorable opinion of him. Rick Perry has a similar favorability rating, with 31% of all respondents having a favorable opinion him, and 37% having an unfavorable opinion of him. It should be noted that slightly more respondents have an opinion of Mitt Romney (74%) than Rick Perry (68%).



Republican Presidential Candidate Image Ratings*

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>Heard of, No Opinion</u>	<u>Never Heard Of</u>	<u>Image Ratio</u>
Romney	30%	44%	22%	4%	0.7:1
Perry	31%	37%	24%	8%	0.8:1

*Survey results are rounded to a whole number from actual crosstab results.

Obama-Romney Ballot Test

The Obama-Romney ballot test finds Barack Obama leading Mitt Romney by 2 points, 45% to 43% respectively, a statistical tie. Looking at the results by major voter subgroup, we see Barack Obama doing well among female voters and very well among African-American voters. Mitt Romney is doing well among seniors, independents, voters aged 18 to 34, and white voters.

Obama-Romney Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Ind Voters</u>	<u>Senior Voters</u>	<u>Voters 18-34</u>	<u>Af-Amer Voters</u>	<u>White Voters</u>
Obama Margin	+2	-4	+7	-10	-7	-7	+85	-22
Obama	45%	43%	47%	36%	39%	40%	90%	32%
Romney	43%	47%	40%	46%	46%	47%	5%	54%
Undecided	12%	10%	13%	18%	15%	13%	5%	14%

*Survey results are rounded to a whole number from actual crosstab results.

Obama-Perry Ballot Test

The Obama-Perry ballot test finds Barack Obama leading Rick Perry by 5 points, with 48% of respondents supporting the President, and 43% supporting Rick Perry.

Obama-Perry Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Ind Voters</u>	<u>Senior Voters</u>	<u>Voters 18-34</u>	<u>Af-Amer Voters</u>	<u>White Voters</u>
Obama Margin	+5	+2	+8	-2	-7	+3	+86	-19
Obama	48%	48%	48%	41%	41%	47%	92%	35%
Perry	43%	46%	40%	43%	48%	44%	6%	54%
Undecided	9%	6%	12%	16%	11%	9%	2%	11%

*Survey results are rounded to a whole number from actual crosstab results.

Presidential Ballot Test Comparisons

One observation between the two ballot tests is the difference in support for Mitt Romney and Rick Perry among independents and voters aged 18 to 34. The Obama-Romney ballot test finds Mitt Romney leading Barack Obama by 10 points (46% to 36%) among independent voters and by 7 points (47% to 40%) among voters aged 18 to 34. The Obama-Perry ballot test shows Rick Perry leading Barack Obama by 2 points (43% to 41%) among independents and trailing Barack Obama by 3 points (47% to 44%) among voters aged 18 to 34. It should be noted that among all the



independent respondents in this survey, 48% consider themselves moderate, 36% conservative and 9% liberal in their political beliefs.

Governor Beverly Perdue's Standing Among North Carolina Voters

This survey tested the image, job approval and re-elect ratings of Governor Beverly Perdue. The Governor has an upside down image rating among all respondents, with 51% having an unfavorable opinion of her, and 38% having a favorable one. Her job approval is negative as well, with 48% of voters disapproving of the job she is doing as Governor, and 38% approving. When asked if Governor Perdue deserves re-election, a slight majority (52%) think that she does not deserve to be re-elected, and 36% think that she does deserve to be re-elected. Among independent voters, 31% think the Governor deserves re-election, and 53% think she does not.

Pat McCrory Image Rating

Former Charlotte Mayor Pat McCrory, a likely Republican challenger to Governor Perdue in 2012, has an image ratio of 1:1, with 26% of all respondents having a favorable opinion of him and 27% having an unfavorable one. It should be noted, however, that 47% of all respondents have either not heard of him, or have heard of him and do not have an opinion of him.

2012 Gubernatorial Candidate Image Ratings*

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>Heard of, No Opinion</u>	<u>Never Heard Of</u>	<u>Image Ratio</u>
Perdue	38%	51%	10%	1%	0.7:1
McCrory	26%	27%	34%	13%	1:1

**Survey results are rounded to a whole number from actual crosstab results.*

2012 North Carolina Gubernatorial Ballot Test

The Perdue-McCrory ballot test finds Pat McCrory leading Governor Perdue by 1 point, a statistical tie, with 44% of respondents supporting Pat McCrory, and 43%, supporting Beverly Perdue. Pat McCrory is doing well among independents, voters aged 18-34 and white voters, and Beverly Perdue does well among African American voters.

Perdue-McCrory Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Ind Voters</u>	<u>Senior Voters</u>	<u>Voters 18-34</u>	<u>Af-Amer Voters</u>	<u>White Voters</u>
McCrory Margin	+1	+3	0	+12	0	+26	-67	+21
McCrory	44%	46%	42%	44%	44%	55%	12%	53%
Perdue	43%	43%	42%	32%	44%	29%	79%	32%
Undecided	13%	11%	16%	24%	12%	16%	9%	15%

** Survey results are rounded to a whole number from actual crosstab results.*



Voter Trust of Parties to Create Jobs and Grow the Economy

“Generally speaking, which political party do you trust more to create jobs and grow the economy: the Democrat Party, the Republican Party, or neither party?”

Among all respondents, 36% trust the Democrat party, 33% trust the Republican Party, and 30% trust neither party to create jobs and grow the economy. A majority of independent voters (52%) trust neither party to create jobs and grow the economy.

Survey Commissioned By

Magellan Strategies fielded this survey with their own resources and do not have a business relationship with any candidate, party, committee or organization interested in the 2012 North Carolina general election.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample for this survey was randomly drawn from a North Carolina voter file. The survey response data was slightly weighted based upon demographics of past North Carolina general elections. The 923 interviews were conducted on September 7th and 8th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.23% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, topline, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the “Survey Archives” tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.

About Magellan Strategies

Magellan Strategies offer a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





September 12, 2011

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN STRATEGIES

RE: NORTH CAROLINA 2012 GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 923n autodial survey of likely general election voters in the state of North Carolina. The interviews were conducted September 7th and 8th, 2011. This survey has a margin of error of +/- 3.23% at the 95 percent confidence interval. The survey results are weighted based upon past North Carolina voter turnout demographics.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....	35%
Democrat.....	46%
Independent.....	19%

T2. How likely are you to vote in the 2012 November election for President, Governor and Congress?

Extremely Likely	89%
Very Likely.....	7%
Somewhat Likely.....	4%

T3. Overall, do you think that things in the country are headed in the right direction, or do you think that things are off on the wrong track?

Right Direction.....	23%
Wrong Track.....	70%
No Opinion.....	7%

T4. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable 44%
Unfavorable..... 52%
No Opinion..... 4%

Name ID 100%
Hard Name ID 96%
Never Heard Of 0%

T5. Do you have a favorable or unfavorable opinion of Beverly Perdue?

Favorable 38%
Unfavorable..... 51%
No Opinion..... 10%

Name ID 99%
Hard Name ID 89%
Never Heard Of 1%

T6. Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable 26%
Unfavorable..... 27%
No Opinion..... 34%

Name ID 87%
Hard Name ID 53%
Never Heard Of 13%

T7. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 30%
Unfavorable..... 44%
No Opinion..... 22%

Name ID 96%
Hard Name ID 74%
Never Heard Of 4%



T8. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 31%
Unfavorable..... 37%
No Opinion..... 24%

Name ID 92%
Hard Name ID 68%
Never Heard Of8%

T9. Do you approve or disapprove of the job Barack Obama is doing as President?

Disapprove 54%
Approve 40%
Unsure/No Opinion.....6%

T10. Do you approve or disapprove of the job Beverly Perdue is doing as Governor?

Disapprove 48%
Approve 38%
Unsure/No Opinion..... 14%

T11. Do you think that Barack Obama deserves to be re-elected, or do you think that Barack Obama does not deserve to be re-elected?

Does not deserve to be re-elected 52%
Deserves to be re-elected..... 44%
Undecided/No Opinion.....4%

T12. Do you think that Beverly Perdue deserves to be re-elected, or do you think that Beverly Perdue does not deserve to be re-elected?

Does not deserve to be re-elected 52%
Deserves to be re-elected..... 36%
Undecided/No Opinion..... 12%

T13. If the 2012 Presidential election was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or Mitt Romney, Republican?

Barack Obama 45%
Mitt Romney..... 43%
Undecided 12%



T14. If the 2012 Presidential election was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or Rick Perry, Republican?

Barack Obama 48%
Rick Perry..... 43%
Undecided 9%

T15. If the 2012 election for Governor was being held today, for whom would you vote if the candidates were Beverly Perdue, Democrat or Pat McCrory, Republican?

Pat McCrory..... 44%
Beverly Perdue..... 43%
Undecided 13%

T16. Generally speaking, which party do you trust more to create jobs and grow the economy: the Democrat Party, the Republican Party, or neither party?

Democrat Party 36%
Republican Party 33%
Neither Party 30%
Unsure/No Opinion..... 1%

T17. Generally speaking, do you consider yourself to be conservative, moderate, or liberal in your political beliefs?

Conservative 44%
Moderate 37%
Liberal 12%
Unsure/No Opinion..... 7%

T18. For statistical purposes, are you a man or a woman?

Female 55%
Male 45%

T19. Which of the following age groups applies to you?

18-34..... 17%
35-44..... 17%
45-54..... 21%
55-64..... 21%
65+ 24%



T20. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

White.....	75%
Hispanic/Latino.....	2%
Black/African American.....	21%
Another ethnic group	2%

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The survey used a stratified random sample from a North Carolina voter file. The survey response data was slightly weighted based upon demographics of past North Carolina general elections. The 923 interviews were conducted on September 7th and 8th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.23% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.

