



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.

