

Results of SurveyUSA Mkt Research Study #19577



Sponsor:

High Point University ()

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

A 2nd Look At Pivotal North Carolina on the Eve of Democratic National Convention: As the Republican National Convention concludes and all eyes turn to Charlotte, Mitt Romney has a small advantage over Barack Obama in North Carolina among registered voters, 46% to 43%, according to a High Point University poll conducted by SurveyUSA. Interviews for the poll were completed before Mitt Romney's acceptance speech 08/30/12. The poll is 3 points more favorable to Romney than a SurveyUSA poll of North Carolina 1 week ago. * By 42 to 37%, Romney is seen as the candidate who can get things done.

- * By 42% to 37%, Obama is seen as the candidate who can bring people together.
- * By 42% to 40%, Romney is seen as the stronger leader.
- * Equally, both candidates "share my values," 42% to 42%. * 42% in North Carolina say they are "worse off" than they were 4 years ago, compared to 18% who are better off.
- * 64% say the American dream will be harder to attain a generation from now than it is today. * 81% of NC Democrats say that holding the Democratic National Convention in Charlotte is a good thing, compared to 28% of Republicans.
- * 58% of NC Democrats say they will be following the convention "very closely," compared to 19% of Republicans. In greater Charlotte, Obama narrowly leads Romney, 48% to 45%. The two are tied in greater Raleigh. Romney leads in the rest of the state. Romney leads by 33 points among white voters, Obama leads by 75 points among black voters. North Carolina is critical to Romney if he is to re-take the White House. In 2008, Obama carried the state by less than 1 percentage point. 15 electoral votes are at stake. **Cell-phone and home-phone respondents included in this research.** SurveyUSA interviewed 600 state of North Carolina adults 08/26/12 through 08/30/12. Of the adults, 543 were registered to vote. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (71% 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% 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% to 43% Romney.

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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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 | 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?

| 543 Registered Voters | All | Party | | | | Region | | | |
|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | |
| Approve | 42% | 83% | 5% | 26% | 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 | |
|-----------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|---------|---------|------------------|---------|
| | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian / | Cell Ph | Landlin |
| Margin of Sampling Error: +/-3.4% | | | | | | | | | | | | | | | |
| 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% |
| Composition of Registered Voters | 100% | 49% | 51% | 27% | 28% | 28% | 17% | 55% | 45% | 70% | 18% | 8% | 4% | 29% | 71% |

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 | Party | | | | Region | | | |
|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-3.4% | | | | | | | | | |
| 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% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 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% | | | | | | | | | | | | | | | |
| Better Describes Barack Obama | 37% | 36% | 38% | 37% | 39% | 39% | 27% | 38% | 35% | 23% | 78% | 49% | 62% | 42% | 35% |
| Better Describes Mitt Romney | 42% | 46% | 39% | 33% | 36% | 47% | 59% | 35% | 51% | 55% | 8% | 26% | 15% | 28% | 48% |
| Applies To Neither | 14% | 11% | 16% | 16% | 17% | 11% | 9% | 16% | 10% | 15% | 7% | 17% | 14% | 17% | 12% |
| Applies To Both | 4% | 3% | 4% | 8% | 2% | 1% | 3% | 5% | 2% | 4% | 2% | 8% | 2% | 6% | 3% |
| Not Sure | 4% | 4% | 4% | 6% | 6% | 1% | 2% | 6% | 1% | 4% | 5% | 0% | 7% | 7% | 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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4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Party | | | | Region | | | |
|--|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Better Describes Barack Obama | 37% | 76% | 5% | 17% | 4% | 41% | 23% | 38% | 39% |
| Better Describes Mitt Romney | 42% | 8% | 82% | 50% | 17% | 38% | 49% | 44% | 40% |
| Applies To Neither | 14% | 7% | 9% | 23% | 70% | 12% | 20% | 14% | 8% |
| Applies To Both | 4% | 3% | 2% | 5% | 9% | 4% | 1% | 3% | 5% |
| Not Sure | 4% | 6% | 1% | 4% | 0% | 4% | 7% | 0% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

5 Next, can bring people together.

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | 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 |
| Better Describes Barack Obama | 42% | 40% | 45% | 52% | 39% | 42% | 34% | 45% | 39% | 26% | 89% | 59% | 81% | 50% | 39% |
| Better Describes Mitt Romney | 37% | 41% | 34% | 25% | 33% | 43% | 54% | 29% | 47% | 50% | 6% | 7% | 11% | 22% | 43% |
| Applies To Neither | 15% | 14% | 17% | 14% | 25% | 12% | 7% | 20% | 10% | 17% | 3% | 31% | 8% | 20% | 13% |
| Applies To Both | 3% | 4% | 3% | 6% | 2% | 2% | 4% | 4% | 3% | 4% | 2% | 3% | 0% | 5% | 3% |
| Not Sure | 2% | 1% | 2% | 4% | 1% | 1% | 1% | 2% | 1% | 3% | 0% | 0% | 0% | 3% | 1% |
| 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% | | | | | | | | | |
| Better Describes Barack Obama | 42% | 84% | 7% | 24% | 15% | 47% | 32% | 45% | 39% |
| Better Describes Mitt Romney | 37% | 6% | 73% | 45% | 16% | 34% | 48% | 32% | 44% |
| Applies To Neither | 15% | 5% | 17% | 24% | 53% | 15% | 14% | 18% | 13% |
| Applies To Both | 3% | 3% | 2% | 4% | 11% | 2% | 5% | 3% | 4% |
| Not Sure | 2% | 2% | 1% | 3% | 4% | 2% | 2% | 2% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

6 Next, shares my values

| 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% | | | | | | | | | | | | | | | |
| Better Describes Barack Obama | 42% | 40% | 44% | 49% | 42% | 41% | 33% | 45% | 38% | 28% | 80% | 57% | 80% | 52% | 38% |
| Better Describes Mitt Romney | 42% | 47% | 37% | 27% | 39% | 49% | 57% | 34% | 52% | 55% | 8% | 24% | 4% | 23% | 49% |
| Applies To Neither | 11% | 9% | 13% | 16% | 13% | 9% | 3% | 14% | 7% | 12% | 5% | 17% | 9% | 18% | 8% |
| Applies To Both | 2% | 2% | 1% | 3% | 2% | 0% | 2% | 3% | 1% | 2% | 3% | 2% | 0% | 2% | 2% |
| Not Sure | 3% | 3% | 4% | 4% | 4% | 1% | 4% | 4% | 2% | 3% | 4% | 0% | 6% | 5% | 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% | | | | | | | | | |
| Better Describes Barack Obama | 42% | 82% | 6% | 28% | 7% | 46% | 36% | 45% | 36% |
| Better Describes Mitt Romney | 42% | 7% | 85% | 45% | 27% | 41% | 46% | 40% | 44% |
| Applies To Neither | 11% | 6% | 4% | 22% | 54% | 9% | 15% | 11% | 11% |
| Applies To Both | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% |
| Not Sure | 3% | 3% | 3% | 3% | 8% | 3% | 2% | 3% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

7 Next, strong leader.

| 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% | | | | | | | | | | | | | | | |
| Better Describes Barack Obama | 40% | 36% | 44% | 45% | 39% | 41% | 33% | 42% | 38% | 26% | 81% | 57% | 64% | 48% | 37% |
| Better Describes Mitt Romney | 42% | 44% | 40% | 28% | 37% | 49% | 59% | 33% | 53% | 55% | 7% | 21% | 11% | 23% | 49% |
| Applies To Neither | 9% | 8% | 10% | 9% | 11% | 8% | 5% | 10% | 7% | 11% | 3% | 0% | 5% | 13% | 7% |
| Applies To Both | 5% | 6% | 4% | 12% | 4% | 1% | 4% | 8% | 2% | 5% | 4% | 4% | 17% | 10% | 3% |
| Not Sure | 4% | 6% | 3% | 5% | 9% | 1% | 0% | 7% | 1% | 3% | 5% | 17% | 3% | 7% | 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% |

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7 Next, strong leader.

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|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | |
| Better Describes Barack Obama | 40% | 81% | 6% | 20% | 19% | 45% | 27% | 42% | 40% |
| Better Describes Mitt Romney | 42% | 7% | 79% | 49% | 52% | 40% | 50% | 37% | 45% |
| Applies To Neither | 9% | 3% | 7% | 20% | 12% | 9% | 11% | 8% | 8% |
| Applies To Both | 5% | 5% | 4% | 6% | 10% | 4% | 7% | 8% | 1% |
| Not Sure | 4% | 4% | 4% | 4% | 8% | 2% | 5% | 6% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 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 |
| Very Closely | 35% | 34% | 35% | 30% | 27% | 46% | 38% | 28% | 43% | 25% | 64% | 50% | 39% | 32% | 36% |
| Fairly Closely | 29% | 30% | 28% | 34% | 33% | 22% | 26% | 34% | 24% | 27% | 25% | 50% | 40% | 33% | 28% |
| Not Too Closely | 20% | 20% | 21% | 22% | 21% | 19% | 18% | 21% | 19% | 26% | 5% | 0% | 19% | 21% | 20% |
| Not At All Closely | 15% | 16% | 14% | 14% | 17% | 12% | 18% | 15% | 15% | 21% | 2% | 0% | 2% | 14% | 15% |
| Not Sure | 1% | 0% | 1% | 1% | 2% | 0% | 1% | 2% | 0% | 0% | 4% | 0% | 0% | 0% | 1% |
| 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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8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Party | | | | Region | | | |
|--|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Very Closely | 35% | 58% | 19% | 22% | 0% | 37% | 30% | 35% | 34% |
| Fairly Closely | 29% | 28% | 29% | 30% | 40% | 28% | 20% | 35% | 30% |
| Not Too Closely | 20% | 8% | 28% | 26% | 47% | 22% | 26% | 17% | 16% |
| Not At All Closely | 15% | 4% | 23% | 21% | 14% | 13% | 24% | 12% | 15% |
| Not Sure | 1% | 2% | 0% | 1% | 0% | 1% | 0% | 0% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | 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 |
| Good Thing | 54% | 53% | 55% | 63% | 56% | 51% | 41% | 60% | 47% | 46% | 71% | 75% | 82% | 69% | 48% |
| Bad Thing | 13% | 14% | 11% | 12% | 10% | 11% | 21% | 11% | 15% | 18% | 1% | 1% | 2% | 7% | 15% |
| Not Particularly Good Or Bad | 31% | 31% | 31% | 21% | 34% | 36% | 35% | 27% | 35% | 34% | 27% | 18% | 16% | 21% | 35% |
| Not Sure | 2% | 2% | 2% | 4% | 0% | 2% | 3% | 2% | 2% | 2% | 1% | 6% | 0% | 2% | 2% |
| 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% |

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Party | | | | Region | | | |
|--|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Good Thing | 54% | 81% | 28% | 43% | 51% | 60% | 48% | 49% | 58% |
| Bad Thing | 13% | 2% | 25% | 14% | 17% | 15% | 13% | 7% | 19% |
| Not Particularly Good Or Bad | 31% | 17% | 43% | 42% | 19% | 22% | 39% | 41% | 20% |
| Not Sure | 2% | 0% | 5% | 1% | 12% | 3% | 0% | 3% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 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% | | | | | | | | | | | | | | | |
| Better Off | 18% | 21% | 16% | 28% | 17% | 13% | 13% | 22% | 13% | 11% | 37% | 30% | 21% | 25% | 15% |
| Worse Off | 42% | 42% | 43% | 35% | 44% | 46% | 46% | 40% | 46% | 52% | 12% | 38% | 19% | 32% | 46% |
| About The Same | 37% | 36% | 38% | 33% | 38% | 38% | 41% | 36% | 39% | 35% | 47% | 23% | 60% | 42% | 35% |
| Not Sure | 2% | 1% | 4% | 4% | 1% | 3% | 1% | 2% | 2% | 1% | 4% | 9% | 0% | 1% | 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% |

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 543 Registered Voters | All | Party | | | | Region | | | |
|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | |
| Better Off | 18% | 33% | 4% | 12% | 18% | 20% | 9% | 21% | 17% |
| Worse Off | 42% | 15% | 67% | 55% | 44% | 41% | 43% | 40% | 51% |
| About The Same | 37% | 48% | 27% | 32% | 35% | 37% | 47% | 36% | 28% |
| Not Sure | 2% | 4% | 1% | 1% | 3% | 2% | 1% | 3% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 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: +/-4.2% | | | | | | | | | | | | | | | |
| Material Goods | 26% | 33% | 20% | 37% | 28% | 18% | 18% | 32% | 18% | 22% | 26% | 62% | 30% | 39% | 21% |
| Spiritual Happiness | 58% | 51% | 64% | 49% | 61% | 62% | 60% | 55% | 61% | 60% | 59% | 34% | 67% | 52% | 60% |
| Not Sure | 16% | 16% | 16% | 13% | 11% | 20% | 21% | 12% | 20% | 18% | 15% | 4% | 4% | 10% | 18% |
| 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% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 543 Registered Voters | All | Party | | | | Region | | | |
|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-4.2% | | | | | | | | | |
| Material Goods | 26% | 28% | 22% | 26% | 44% | 23% | 25% | 31% | 24% |
| Spiritual Happiness | 58% | 56% | 67% | 51% | 39% | 59% | 60% | 52% | 65% |
| Not Sure | 16% | 15% | 11% | 23% | 17% | 18% | 15% | 16% | 11% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 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: +/-4.1% | | | | | | | | | | | | | | | |
| Easier | 11% | 11% | 12% | 12% | 13% | 8% | 14% | 12% | 10% | 8% | 24% | 6% | 17% | 9% | 12% |
| Harder | 64% | 65% | 63% | 61% | 63% | 67% | 65% | 62% | 66% | 71% | 35% | 63% | 63% | 67% | 63% |
| About The Same | 22% | 23% | 21% | 23% | 24% | 22% | 17% | 23% | 20% | 17% | 39% | 31% | 21% | 21% | 22% |
| Not Sure | 3% | 1% | 5% | 4% | 1% | 4% | 3% | 2% | 4% | 4% | 2% | 0% | 0% | 3% | 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% |

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 543 Registered Voters | All | Party | | | | Region | | | |
|-----------------------------------|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-4.1% | | | | | | | | | |
| Easier | 11% | 17% | 8% | 7% | 4% | 12% | 9% | 11% | 13% |
| Harder | 64% | 51% | 72% | 72% | 85% | 66% | 77% | 51% | 72% |
| About The Same | 22% | 30% | 16% | 17% | 11% | 18% | 11% | 35% | 15% |
| Not Sure | 3% | 2% | 4% | 3% | 0% | 4% | 3% | 3% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

Results of SurveyUSA Mkt Research Study #19577



Sponsor:

High Point University ()

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

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | 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 |
| Obama | 13% | 10% | 16% | 14% | 17% | 11% | 10% | 15% | 10% | 7% | 26% | 30% | 24% | 16% | 12% |
| Romney | 12% | 13% | 11% | 8% | 10% | 15% | 16% | 9% | 15% | 15% | 5% | 6% | 3% | 7% | 14% |
| Both | 16% | 19% | 14% | 24% | 16% | 12% | 11% | 20% | 12% | 13% | 17% | 40% | 16% | 20% | 15% |
| Neither | 57% | 58% | 56% | 53% | 54% | 61% | 63% | 53% | 62% | 63% | 49% | 24% | 57% | 55% | 58% |
| Not Sure | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 3% | 0% | 0% | 1% | 2% |
| 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% |

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | All | Party | | | | Region | | | |
|--|------|--------|---------|---------|--------|----------|--------|---------|---------|
| | | Democr | Republi | Indepen | Someth | Charlott | Greens | Raleigh | Souther |
| Obama | 13% | 28% | 3% | 5% | 0% | 17% | 10% | 13% | 7% |
| Romney | 12% | 1% | 27% | 10% | 4% | 12% | 11% | 9% | 19% |
| Both | 16% | 17% | 18% | 13% | 15% | 20% | 14% | 16% | 12% |
| Neither | 57% | 52% | 49% | 73% | 81% | 50% | 64% | 62% | 57% |
| Not Sure | 2% | 2% | 3% | 0% | 0% | 1% | 1% | 1% | 5% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 40% | 32% | 23% | 4% | 36% | 17% | 32% | 15% |

All Questions Crosstabbed By All Questions

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

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 | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Mitt Romney | 46% | - | - | - | - | 1% | 86% | 11% | 50% | 30% | 43% | 3% | 96% | 23% | 22% | 17% |
| Barack Obama | 43% | - | - | - | - | 94% | 2% | 42% | 42% | 50% | 37% | 95% | 1% | 29% | 59% | 36% |
| Someone Else | 5% | - | - | - | - | 1% | 8% | 11% | 4% | 7% | 11% | 0% | 0% | 32% | 0% | 8% |
| Undecided | 6% | - | - | - | - | 5% | 4% | 36% | 4% | 14% | 9% | 1% | 3% | 16% | 19% | 40% |
| Total | 100% | | | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | | | | | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

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 | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Mitt Romney | 46% | 4% | 96% | 46% | 43% | 30% | 2% | 97% | 27% | 36% | 39% | 2% | 94% | 36% | 23% | 46% |
| Barack Obama | 43% | 90% | 0% | 18% | 35% | 43% | 93% | 1% | 15% | 37% | 27% | 95% | 0% | 18% | 46% | 13% |
| Someone Else | 5% | 1% | 1% | 27% | 9% | 0% | 1% | 1% | 32% | 17% | 0% | 0% | 3% | 33% | 4% | 7% |
| Undecided | 6% | 6% | 3% | 9% | 13% | 27% | 4% | 0% | 26% | 10% | 34% | 2% | 3% | 13% | 27% | 34% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

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 | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| Margin of Sampling Error: +/-4.3% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Mitt Romney | 46% | 25% | 44% | 67% | 75% | 24% | 23% | 85% | 69% | 80% | 11% | 77% | 30% | 22% | 39% | 50% | 46% |
| Barack Obama | 43% | 72% | 44% | 20% | 6% | 0% | 67% | 2% | 20% | 13% | 84% | 8% | 60% | 78% | 47% | 41% | 42% |
| Someone Else | 5% | 2% | 5% | 8% | 6% | 0% | 5% | 4% | 6% | 0% | 1% | 9% | 2% | 0% | 9% | 3% | 6% |
| Undecided | 6% | 1% | 7% | 4% | 13% | 76% | 6% | 9% | 5% | 7% | 4% | 5% | 8% | 0% | 5% | 6% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

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 | Achieving Dream | | | | Site | | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|--|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur | |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | | | |
| Mitt Romney | 46% | 30% | 56% | 24% | 62% | 1% | 97% | 48% | 46% | 42% | |
| Barack Obama | 43% | 69% | 30% | 68% | 26% | 97% | 2% | 49% | 38% | 11% | |
| Someone Else | 5% | 0% | 7% | 2% | 6% | 0% | 1% | 2% | 8% | 10% | |
| Undecided | 6% | 1% | 7% | 6% | 7% | 1% | 0% | 1% | 9% | 37% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% | |

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

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | | | | | | | | |
| Approve | 42% | 1% | 91% | 6% | 32% | - | - | - | 39% | 55% | 42% | 94% | 2% | 27% | 61% | 19% |
| Disapprove | 53% | 98% | 3% | 82% | 33% | - | - | - | 56% | 32% | 51% | 3% | 97% | 62% | 24% | 25% |
| Not Sure | 6% | 1% | 6% | 13% | 35% | - | - | - | 4% | 13% | 7% | 3% | 1% | 11% | 15% | 56% |
| Total | 100% | 100% | 100% | 100% | 100% | | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | | | | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

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

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | | | | | | | | |
| Approve | 42% | 87% | 1% | 19% | 22% | 38% | 90% | 1% | 20% | 41% | 17% | 92% | 1% | 19% | 43% | 9% |
| Disapprove | 53% | 5% | 98% | 75% | 56% | 39% | 4% | 98% | 72% | 36% | 46% | 3% | 98% | 69% | 42% | 52% |
| Not Sure | 6% | 8% | 1% | 6% | 21% | 22% | 6% | 1% | 8% | 23% | 37% | 5% | 1% | 12% | 15% | 38% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

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

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | | | | | | | | | |
| Approve | 42% | 69% | 45% | 18% | 7% | 0% | 65% | 5% | 19% | 9% | 87% | 8% | 58% | 38% | 49% | 39% | 38% |
| Disapprove | 53% | 27% | 51% | 72% | 89% | 29% | 29% | 94% | 74% | 87% | 11% | 88% | 34% | 22% | 48% | 54% | 55% |
| Not Sure | 6% | 4% | 4% | 10% | 3% | 71% | 6% | 1% | 7% | 4% | 2% | 4% | 8% | 40% | 3% | 7% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

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

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Margin of Sampling Error: +/-4.3% | | | | | | | | | | |
| Approve | 42% | 69% | 29% | 67% | 20% | 95% | 4% | 46% | 37% | 11% |
| Disapprove | 53% | 29% | 65% | 25% | 70% | 0% | 96% | 52% | 56% | 53% |
| Not Sure | 6% | 2% | 5% | 8% | 10% | 5% | 0% | 2% | 7% | 37% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

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 | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Margin of Sampling Error: +/-3.4% | | | | | | | | | | | | | | | | |
| More Closely | 81% | 86% | 79% | 69% | 59% | 76% | 86% | 61% | - | - | - | 80% | 87% | 73% | 66% | 51% |
| Less Closely | 14% | 9% | 17% | 19% | 33% | 19% | 9% | 32% | - | - | - | 15% | 8% | 19% | 30% | 42% |
| Not Sure | 5% | 5% | 4% | 11% | 8% | 5% | 5% | 6% | - | - | - | 5% | 4% | 8% | 4% | 7% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | | | | 37% | 42% | 14% | 4% | 4% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

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 | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-3.4% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| More Closely | 81% | 77% | 87% | 81% | 69% | 58% | 78% | 86% | 79% | 72% | 49% | 79% | 88% | 70% | 68% | 62% |
| Less Closely | 14% | 18% | 9% | 14% | 26% | 26% | 17% | 9% | 17% | 24% | 37% | 16% | 8% | 20% | 27% | 28% |
| Not Sure | 5% | 5% | 4% | 5% | 5% | 15% | 5% | 5% | 4% | 4% | 14% | 5% | 3% | 9% | 5% | 11% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

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 | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| Margin of Sampling Error: +/-3.4% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| More Closely | 81% | 88% | 83% | 68% | 79% | 13% | 78% | 92% | 82% | 65% | 78% | 84% | 78% | 83% | 83% | 81% | 75% |
| Less Closely | 14% | 9% | 13% | 23% | 16% | 60% | 16% | 7% | 15% | 11% | 17% | 10% | 18% | 12% | 15% | 15% | 11% |
| Not Sure | 5% | 3% | 5% | 8% | 6% | 28% | 7% | 1% | 3% | 24% | 5% | 6% | 4% | 5% | 2% | 4% | 15% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

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 | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| Margin of Sampling Error: +/-3.4% | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| More Closely | 81% | 83% | 82% | 77% | 79% | 79% | 92% | 86% | 78% | 46% |
| Less Closely | 14% | 15% | 13% | 17% | 11% | 13% | 7% | 10% | 16% | 54% |
| Not Sure | 5% | 2% | 5% | 6% | 10% | 8% | 1% | 4% | 6% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

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4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 37% | 3% | 81% | 3% | 7% | 82% | 2% | 20% | 36% | 39% | 35% | - | - | - | - | - |
| Better Describes Mitt Romney | 42% | 87% | 1% | 1% | 18% | 2% | 78% | 7% | 46% | 24% | 36% | - | - | - | - | - |
| Applies To Neither | 14% | 7% | 9% | 90% | 37% | 9% | 16% | 25% | 12% | 18% | 21% | - | - | - | - | - |
| Applies To Both | 4% | 2% | 5% | 0% | 12% | 5% | 2% | 9% | 3% | 7% | 3% | - | - | - | - | - |
| Not Sure | 4% | 1% | 3% | 6% | 26% | 2% | 2% | 38% | 2% | 11% | 5% | - | - | - | - | - |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | | | | | |

4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 37% | 80% | 3% | 7% | 9% | 11% | 80% | 3% | 10% | 20% | 10% | 86% | 2% | 4% | 19% | 3% |
| Better Describes Mitt Romney | 42% | 4% | 92% | 31% | 34% | 30% | 2% | 89% | 22% | 23% | 34% | 2% | 89% | 15% | 25% | 40% |
| Applies To Neither | 14% | 7% | 2% | 57% | 21% | 9% | 11% | 5% | 63% | 6% | 8% | 7% | 6% | 75% | 27% | 6% |
| Applies To Both | 4% | 4% | 2% | 1% | 24% | 8% | 5% | 2% | 3% | 34% | 0% | 3% | 2% | 2% | 21% | 3% |
| Not Sure | 4% | 5% | 1% | 3% | 13% | 41% | 3% | 1% | 2% | 17% | 49% | 2% | 1% | 4% | 8% | 48% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

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4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|----------|---------|
| Margin of Sampling Error: +/-4.3% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spirtual | Not Sur |
| Better Describes Barack Obama | 37% | 67% | 33% | 14% | 5% | 0% | 57% | 7% | 17% | 3% | 75% | 8% | 49% | 60% | 37% | 38% | 33% |
| Better Describes Mitt Romney | 42% | 23% | 39% | 54% | 76% | 24% | 19% | 81% | 64% | 80% | 9% | 71% | 27% | 16% | 35% | 46% | 41% |
| Applies To Neither | 14% | 6% | 17% | 20% | 16% | 0% | 16% | 8% | 13% | 0% | 8% | 16% | 14% | 7% | 20% | 10% | 18% |
| Applies To Both | 4% | 2% | 7% | 4% | 1% | 0% | 5% | 3% | 1% | 10% | 7% | 2% | 3% | 6% | 5% | 3% | 4% |
| Not Sure | 4% | 1% | 3% | 8% | 2% | 76% | 4% | 1% | 5% | 7% | 1% | 2% | 7% | 11% | 3% | 4% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

4 As I read a list of phrases, tell me if you think each phrase better describes Barack Obama, better describes Mitt Romney, if it applies to neither, or if it applies to both. First ... Can get things done.

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Better Describes Barack Obama | 37% | 67% | 23% | 63% | 20% | 93% | 3% | 37% | 31% | 11% |
| Better Describes Mitt Romney | 42% | 28% | 51% | 22% | 60% | 1% | 92% | 41% | 42% | 42% |
| Applies To Neither | 14% | 2% | 18% | 7% | 15% | 5% | 3% | 15% | 18% | 10% |
| Applies To Both | 4% | 2% | 4% | 3% | 4% | 1% | 3% | 4% | 4% | 0% |
| Not Sure | 4% | 1% | 4% | 6% | 0% | 1% | 0% | 2% | 5% | 37% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

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Release Date: 08/31/2012

Percentages

5 Next, can bring people together.

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 42% | 3% | 89% | 5% | 43% | 88% | 4% | 60% | 40% | 53% | 42% | 92% | 4% | 23% | 52% | 49% |
| Better Describes Mitt Romney | 37% | 77% | 0% | 4% | 16% | 1% | 69% | 5% | 40% | 22% | 33% | 3% | 81% | 6% | 18% | 10% |
| Applies To Neither | 15% | 15% | 6% | 85% | 25% | 7% | 22% | 16% | 15% | 15% | 17% | 3% | 12% | 65% | 4% | 12% |
| Applies To Both | 3% | 3% | 3% | 6% | 7% | 2% | 4% | 12% | 3% | 6% | 3% | 1% | 3% | 5% | 22% | 10% |
| Not Sure | 2% | 1% | 2% | 0% | 8% | 2% | 1% | 7% | 1% | 3% | 5% | 1% | 1% | 1% | 4% | 19% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

5 Next, can bring people together.

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 42% | - | - | - | - | - | 91% | 2% | 12% | 43% | 32% | 92% | 2% | 12% | 44% | 31% |
| Better Describes Mitt Romney | 37% | - | - | - | - | - | 0% | 80% | 21% | 16% | 27% | 1% | 83% | 18% | 7% | 8% |
| Applies To Neither | 15% | - | - | - | - | - | 7% | 14% | 59% | 0% | 8% | 4% | 13% | 69% | 12% | 38% |
| Applies To Both | 3% | - | - | - | - | - | 1% | 3% | 6% | 41% | 0% | 2% | 2% | 1% | 25% | 10% |
| Not Sure | 2% | - | - | - | - | - | 1% | 0% | 2% | 0% | 33% | 1% | 0% | 0% | 13% | 14% |
| Total | 100% | | | | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | | | | | | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

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| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|--|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Better Describes Barack Obama | 42% | 71% | 42% | 15% | 12% | 60% | 64% | 2% | 23% | 7% | 81% | 10% | 59% | 67% | 42% | 44% | 37% |
| Better Describes Mitt Romney | 37% | 21% | 30% | 51% | 70% | 11% | 15% | 83% | 55% | 62% | 10% | 64% | 21% | 16% | 26% | 42% | 38% |
| Applies To Neither | 15% | 6% | 22% | 26% | 12% | 0% | 15% | 11% | 18% | 0% | 6% | 21% | 14% | 6% | 29% | 9% | 17% |
| Applies To Both | 3% | 2% | 4% | 6% | 1% | 13% | 3% | 2% | 4% | 6% | 3% | 3% | 4% | 6% | 2% | 3% | 5% |
| Not Sure | 2% | 0% | 2% | 1% | 5% | 16% | 1% | 3% | 1% | 24% | 0% | 1% | 3% | 5% | 0% | 2% | 3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

5 Next, can bring people together.

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Achieving Dream | | | | Site | | | | |
|--|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Better Describes Barack Obama | 42% | 68% | 30% | 67% | 30% | 94% | 3% | 46% | 38% | 47% |
| Better Describes Mitt Romney | 37% | 28% | 46% | 14% | 47% | 0% | 88% | 23% | 39% | 42% |
| Applies To Neither | 15% | 3% | 19% | 11% | 23% | 1% | 7% | 24% | 18% | 10% |
| Applies To Both | 3% | 2% | 3% | 4% | 0% | 2% | 2% | 7% | 3% | 0% |
| Not Sure | 2% | 0% | 1% | 4% | 0% | 2% | 1% | 0% | 3% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
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Sponsor:

High Point University ()

Geography: North Carolina
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 Percentages

6 Next, shares my values

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 42% | 2% | 92% | 10% | 27% | 91% | 3% | 45% | 41% | 49% | 41% | 91% | 2% | 33% | 56% | 33% |
| Better Describes Mitt Romney | 42% | 88% | 1% | 12% | 3% | 1% | 78% | 10% | 45% | 26% | 40% | 4% | 89% | 15% | 18% | 12% |
| Applies To Neither | 11% | 6% | 4% | 72% | 48% | 5% | 15% | 16% | 11% | 13% | 8% | 3% | 6% | 50% | 9% | 5% |
| Applies To Both | 2% | 1% | 2% | 6% | 3% | 2% | 1% | 7% | 2% | 3% | 1% | 1% | 1% | 1% | 16% | 8% |
| Not Sure | 3% | 3% | 2% | 0% | 20% | 1% | 3% | 22% | 2% | 9% | 9% | 1% | 3% | 2% | 0% | 42% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

6 Next, shares my values

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 42% | 90% | 0% | 18% | 18% | 19% | - | - | - | - | - | 93% | 1% | 24% | 38% | 11% |
| Better Describes Mitt Romney | 42% | 2% | 90% | 39% | 39% | 4% | - | - | - | - | - | 2% | 88% | 26% | 13% | 32% |
| Applies To Neither | 11% | 3% | 6% | 42% | 21% | 14% | - | - | - | - | - | 4% | 9% | 48% | 20% | 10% |
| Applies To Both | 2% | 2% | 1% | 0% | 22% | 0% | - | - | - | - | - | 0% | 1% | 1% | 19% | 7% |
| Not Sure | 3% | 3% | 2% | 2% | 0% | 63% | - | - | - | - | - | 1% | 2% | 2% | 10% | 41% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | | | | | | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | | | | | | 40% | 42% | 9% | 5% | 4% |

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Percentages

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|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
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| Better Describes Barack Obama | 42% | 68% | 44% | 21% | 10% | 0% | 66% | 2% | 19% | 7% | 84% | 9% | 59% | 42% | 48% | 40% | 40% |
| Better Describes Mitt Romney | 42% | 23% | 37% | 61% | 69% | 13% | 20% | 80% | 64% | 39% | 9% | 72% | 25% | 16% | 33% | 45% | 43% |
| Applies To Neither | 11% | 6% | 14% | 11% | 17% | 11% | 11% | 15% | 10% | 0% | 4% | 15% | 8% | 32% | 15% | 8% | 14% |
| Applies To Both | 2% | 2% | 1% | 3% | 0% | 0% | 1% | 1% | 3% | 6% | 2% | 1% | 2% | 6% | 2% | 2% | 1% |
| Not Sure | 3% | 1% | 3% | 4% | 4% | 76% | 2% | 2% | 3% | 48% | 2% | 2% | 6% | 5% | 1% | 5% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

6 Next, shares my values

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Better Describes Barack Obama | 42% | 63% | 31% | 67% | 26% | 96% | 3% | 44% | 38% | 11% |
| Better Describes Mitt Romney | 42% | 30% | 51% | 18% | 58% | 0% | 88% | 44% | 41% | 42% |
| Applies To Neither | 11% | 3% | 14% | 5% | 12% | 1% | 6% | 7% | 15% | 10% |
| Applies To Both | 2% | 4% | 1% | 3% | 4% | 0% | 2% | 5% | 1% | 0% |
| Not Sure | 3% | 1% | 3% | 7% | 0% | 3% | 1% | 0% | 4% | 37% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

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Percentages

7 Next, strong leader.

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 40% | 2% | 89% | 3% | 15% | 89% | 2% | 32% | 39% | 45% | 42% | 94% | 2% | 21% | 38% | 17% |
| Better Describes Mitt Romney | 42% | 84% | 0% | 29% | 18% | 1% | 78% | 7% | 46% | 24% | 27% | 2% | 88% | 19% | 24% | 8% |
| Applies To Neither | 9% | 7% | 4% | 58% | 19% | 4% | 11% | 18% | 8% | 12% | 16% | 1% | 3% | 48% | 5% | 9% |
| Applies To Both | 5% | 3% | 5% | 5% | 23% | 5% | 4% | 13% | 4% | 10% | 5% | 3% | 3% | 10% | 30% | 11% |
| Not Sure | 4% | 4% | 1% | 6% | 25% | 1% | 4% | 30% | 3% | 9% | 9% | 0% | 4% | 2% | 4% | 55% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

7 Next, strong leader.

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Describes Barack Obama | 40% | 87% | 1% | 12% | 20% | 20% | 88% | 2% | 16% | 7% | 6% | - | - | - | - | - |
| Better Describes Mitt Romney | 42% | 2% | 93% | 35% | 25% | 9% | 1% | 88% | 33% | 14% | 21% | - | - | - | - | - |
| Applies To Neither | 9% | 2% | 4% | 39% | 4% | 0% | 5% | 5% | 38% | 6% | 4% | - | - | - | - | - |
| Applies To Both | 5% | 5% | 1% | 4% | 38% | 37% | 5% | 2% | 9% | 55% | 15% | - | - | - | - | - |
| Not Sure | 4% | 3% | 1% | 11% | 13% | 35% | 1% | 3% | 4% | 17% | 53% | - | - | - | - | - |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | | | | | |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

7 Next, strong leader.

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|--|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Better Describes Barack Obama | 40% | 70% | 41% | 14% | 7% | 0% | 63% | 2% | 18% | 13% | 81% | 9% | 54% | 73% | 41% | 41% | 38% |
| Better Describes Mitt Romney | 42% | 24% | 37% | 59% | 73% | 0% | 20% | 87% | 60% | 53% | 9% | 72% | 24% | 16% | 30% | 47% | 42% |
| Applies To Neither | 9% | 3% | 8% | 15% | 12% | 24% | 9% | 9% | 9% | 0% | 3% | 11% | 9% | 6% | 13% | 6% | 12% |
| Applies To Both | 5% | 3% | 7% | 4% | 7% | 0% | 6% | 1% | 4% | 17% | 6% | 2% | 8% | 0% | 8% | 4% | 4% |
| Not Sure | 4% | 0% | 6% | 7% | 1% | 76% | 2% | 1% | 8% | 16% | 1% | 5% | 5% | 5% | 8% | 3% | 3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

7 Next, strong leader.

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Achieving Dream | | | | Site | | | | |
|--|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Better Describes Barack Obama | 40% | 68% | 27% | 65% | 30% | 95% | 2% | 42% | 35% | 21% |
| Better Describes Mitt Romney | 42% | 27% | 53% | 12% | 62% | 0% | 93% | 34% | 43% | 32% |
| Applies To Neither | 9% | 0% | 12% | 5% | 6% | 1% | 3% | 9% | 11% | 10% |
| Applies To Both | 5% | 5% | 4% | 8% | 3% | 2% | 0% | 7% | 6% | 0% |
| Not Sure | 4% | 0% | 3% | 10% | 0% | 1% | 1% | 8% | 4% | 37% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

Results of SurveyUSA Mkt Research Study #19577



Sponsor:

High Point University ()

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

8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Very Closely | 35% | 18% | 59% | 14% | 6% | 58% | 18% | 22% | 38% | 21% | 20% | 64% | 19% | 16% | 17% | 11% |
| Fairly Closely | 29% | 28% | 30% | 32% | 33% | 31% | 28% | 22% | 30% | 26% | 26% | 27% | 27% | 37% | 58% | 20% |
| Not Too Closely | 20% | 29% | 10% | 35% | 15% | 9% | 28% | 34% | 17% | 33% | 32% | 8% | 26% | 30% | 21% | 42% |
| Not At All Closely | 15% | 24% | 2% | 18% | 34% | 3% | 25% | 9% | 15% | 16% | 16% | 2% | 27% | 17% | 4% | 8% |
| Not Sure | 1% | 1% | 0% | 0% | 13% | 0% | 1% | 12% | 0% | 4% | 5% | 0% | 1% | 0% | 0% | 19% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Very Closely | 35% | 59% | 20% | 12% | 16% | 8% | 56% | 19% | 19% | 43% | 10% | 60% | 20% | 13% | 22% | 3% |
| Fairly Closely | 29% | 29% | 24% | 42% | 35% | 26% | 30% | 26% | 37% | 25% | 30% | 30% | 26% | 28% | 42% | 43% |
| Not Too Closely | 20% | 7% | 28% | 34% | 39% | 17% | 10% | 30% | 20% | 33% | 22% | 7% | 28% | 36% | 16% | 34% |
| Not At All Closely | 15% | 4% | 28% | 12% | 6% | 40% | 3% | 25% | 23% | 0% | 16% | 3% | 26% | 20% | 20% | 4% |
| Not Sure | 1% | 1% | 0% | 0% | 4% | 9% | 0% | 0% | 1% | 0% | 22% | 0% | 0% | 3% | 0% | 17% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

Results of SurveyUSA Mkt Research Study #19577



Sponsor:

High Point University ()

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

8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|----------|---------|
| Margin of Sampling Error: +/-4.3% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spirtual | Not Sur |
| Very Closely | 35% | - | - | - | - | - | 49% | 12% | 21% | 0% | 55% | 19% | 42% | 64% | 27% | 39% | 34% |
| Fairly Closely | 29% | - | - | - | - | - | 30% | 19% | 30% | 48% | 26% | 33% | 28% | 13% | 42% | 25% | 24% |
| Not Too Closely | 20% | - | - | - | - | - | 14% | 29% | 28% | 27% | 13% | 26% | 17% | 18% | 20% | 20% | 21% |
| Not At All Closely | 15% | - | - | - | - | - | 7% | 39% | 19% | 17% | 6% | 22% | 12% | 5% | 12% | 15% | 20% |
| Not Sure | 1% | - | - | - | - | - | 0% | 0% | 2% | 7% | 0% | 0% | 2% | 0% | 0% | 1% | 1% |
| Total | 100% | | | | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | | | | | | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

8 Next week, the Democratic Party will have its national convention in Charlotte. How closely will you follow the convention? Very closely? Fairly closely? Not too closely? Or not at all closely?

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Very Closely | 35% | 66% | 28% | 39% | 32% | 64% | 22% | 49% | 27% | 10% |
| Fairly Closely | 29% | 13% | 31% | 34% | 17% | 30% | 33% | 31% | 28% | 31% |
| Not Too Closely | 20% | 14% | 22% | 16% | 41% | 4% | 15% | 15% | 27% | 12% |
| Not At All Closely | 15% | 7% | 19% | 8% | 11% | 3% | 29% | 5% | 18% | 10% |
| Not Sure | 1% | 0% | 0% | 3% | 0% | 0% | 0% | 1% | 0% | 37% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Good Thing | 54% | 26% | 84% | 55% | 51% | 84% | 30% | 55% | 52% | 59% | 70% | 83% | 24% | 63% | 75% | 49% |
| Bad Thing | 13% | 23% | 1% | 10% | 19% | 2% | 23% | 3% | 15% | 6% | 1% | 2% | 24% | 7% | 9% | 4% |
| Not Particularly Good Or Bad | 31% | 46% | 14% | 35% | 28% | 14% | 44% | 40% | 31% | 33% | 18% | 14% | 47% | 30% | 9% | 43% |
| Not Sure | 2% | 4% | 1% | 0% | 3% | 0% | 4% | 2% | 2% | 2% | 11% | 0% | 4% | 0% | 6% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Good Thing | 54% | 82% | 22% | 54% | 56% | 42% | 85% | 26% | 54% | 34% | 31% | 84% | 26% | 55% | 67% | 30% |
| Bad Thing | 13% | 1% | 28% | 9% | 6% | 18% | 1% | 24% | 18% | 6% | 7% | 1% | 26% | 12% | 3% | 4% |
| Not Particularly Good Or Bad | 31% | 17% | 46% | 37% | 34% | 9% | 14% | 48% | 29% | 52% | 30% | 14% | 45% | 33% | 23% | 58% |
| Not Sure | 2% | 0% | 4% | 0% | 4% | 31% | 0% | 2% | 0% | 7% | 32% | 1% | 3% | 0% | 8% | 8% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| Margin of Sampling Error: +/-4.3% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Good Thing | 54% | 76% | 56% | 36% | 24% | 11% | - | - | - | - | 81% | 33% | 64% | 71% | 64% | 51% | 50% |
| Bad Thing | 13% | 5% | 8% | 18% | 34% | 0% | - | - | - | - | 2% | 22% | 7% | 5% | 9% | 15% | 10% |
| Not Particularly Good Or Bad | 31% | 19% | 32% | 43% | 39% | 72% | - | - | - | - | 15% | 42% | 27% | 18% | 26% | 32% | 36% |
| Not Sure | 2% | 0% | 4% | 3% | 3% | 16% | - | - | - | - | 1% | 2% | 2% | 6% | 1% | 2% | 3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | | | | | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | | | | | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

9 Generally speaking, would you say that holding the Democratic convention in Charlotte is a good thing for the state, a bad thing for the state, or not particularly good or bad for the state?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Achieving Dream | | | | Site | | | | |
|--|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Good Thing | 54% | 73% | 48% | 63% | 43% | 95% | 23% | 50% | 53% | 34% |
| Bad Thing | 13% | 6% | 18% | 2% | 11% | 1% | 39% | 7% | 12% | 0% |
| Not Particularly Good Or Bad | 31% | 19% | 33% | 30% | 46% | 3% | 35% | 41% | 33% | 66% |
| Not Sure | 2% | 3% | 2% | 4% | 0% | 0% | 4% | 1% | 3% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|--|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Off | 18% | 4% | 35% | 5% | 12% | 38% | 4% | 5% | 17% | 21% | 19% | 37% | 4% | 10% | 37% | 3% |
| Worse Off | 42% | 71% | 8% | 76% | 38% | 8% | 71% | 28% | 44% | 30% | 46% | 9% | 72% | 51% | 27% | 25% |
| About The Same | 37% | 24% | 52% | 19% | 51% | 52% | 24% | 50% | 36% | 46% | 32% | 50% | 24% | 38% | 32% | 65% |
| Not Sure | 2% | 1% | 4% | 0% | 0% | 2% | 1% | 16% | 2% | 2% | 2% | 4% | 1% | 1% | 4% | 6% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 543 Registered Voters Margin of Sampling Error: +/-4.3% | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|--|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Better Off | 18% | 35% | 5% | 7% | 18% | 4% | 36% | 4% | 7% | 20% | 8% | 37% | 4% | 6% | 20% | 5% |
| Worse Off | 42% | 10% | 74% | 59% | 34% | 29% | 9% | 73% | 59% | 30% | 28% | 10% | 74% | 54% | 18% | 49% |
| About The Same | 37% | 51% | 21% | 34% | 44% | 60% | 52% | 23% | 27% | 43% | 61% | 50% | 21% | 38% | 62% | 44% |
| Not Sure | 2% | 4% | 1% | 1% | 4% | 6% | 2% | 1% | 7% | 7% | 3% | 4% | 1% | 2% | 0% | 3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| Margin of Sampling Error: +/-4.3% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Better Off | 18% | 28% | 16% | 12% | 8% | 0% | 27% | 3% | 9% | 9% | - | - | - | - | 29% | 14% | 15% |
| Worse Off | 42% | 23% | 48% | 55% | 62% | 16% | 26% | 75% | 58% | 46% | - | - | - | - | 39% | 42% | 50% |
| About The Same | 37% | 45% | 35% | 31% | 29% | 84% | 44% | 21% | 32% | 40% | - | - | - | - | 31% | 42% | 32% |
| Not Sure | 2% | 4% | 1% | 2% | 1% | 0% | 3% | 1% | 1% | 6% | - | - | - | - | 1% | 3% | 3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | | | | | 26% | 58% | 16% |

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were four years ago? Or are you doing about the same?

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|-----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| Margin of Sampling Error: +/-4.3% | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Better Off | 18% | 48% | 13% | 18% | 7% | 41% | 4% | 20% | 15% | 11% |
| Worse Off | 42% | 24% | 54% | 18% | 51% | 3% | 68% | 48% | 45% | 40% |
| About The Same | 37% | 28% | 31% | 60% | 37% | 51% | 27% | 31% | 38% | 49% |
| Not Sure | 2% | 0% | 2% | 4% | 6% | 5% | 1% | 2% | 2% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.2% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Material Goods | 26% | 22% | 29% | 49% | 20% | 31% | 24% | 14% | 27% | 28% | 11% | 26% | 22% | 38% | 40% | 19% |
| Spiritual Happiness | 58% | 62% | 56% | 32% | 62% | 55% | 60% | 67% | 58% | 60% | 43% | 60% | 63% | 41% | 45% | 65% |
| Not Sure | 16% | 16% | 15% | 19% | 18% | 14% | 17% | 19% | 15% | 12% | 46% | 14% | 16% | 21% | 16% | 16% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Material Goods | 26% | 26% | 19% | 49% | 19% | 7% | 30% | 21% | 37% | 29% | 10% | 27% | 19% | 39% | 41% | 48% |
| Spiritual Happiness | 58% | 60% | 65% | 33% | 57% | 71% | 55% | 63% | 43% | 64% | 79% | 59% | 65% | 38% | 45% | 41% |
| Not Sure | 16% | 14% | 16% | 18% | 24% | 22% | 15% | 16% | 21% | 7% | 12% | 15% | 16% | 22% | 14% | 12% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Material Goods | 26% | 20% | 37% | 26% | 21% | 0% | 31% | 19% | 22% | 14% | 43% | 24% | 22% | 13% | - | - | - |
| Spiritual Happiness | 58% | 64% | 50% | 58% | 58% | 84% | 54% | 68% | 59% | 62% | 44% | 57% | 65% | 63% | - | - | - |
| Not Sure | 16% | 16% | 13% | 16% | 21% | 16% | 15% | 13% | 19% | 23% | 13% | 19% | 13% | 24% | - | - | - |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | | | |

11 For you and your family, do you consider the American Dream to be mainly about achieving material goods or is it more about finding spiritual happiness?

| 543 Registered Voters | All | Achieving Dream | | | | Site | | | | |
|----------------------------------|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Material Goods | 26% | 27% | 28% | 20% | 19% | 28% | 22% | 33% | 26% | 0% |
| Spiritual Happiness | 58% | 51% | 56% | 64% | 68% | 56% | 66% | 54% | 57% | 90% |
| Not Sure | 16% | 22% | 15% | 16% | 12% | 16% | 12% | 14% | 17% | 10% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | 13% | 12% | 16% | 57% | 2% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 543 Registered Voters | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|-----------------------------------|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.1% | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Easier | 11% | 7% | 18% | 0% | 1% | 19% | 6% | 4% | 12% | 12% | 5% | 21% | 8% | 2% | 7% | 2% |
| Harder | 64% | 77% | 45% | 86% | 73% | 45% | 79% | 59% | 65% | 60% | 62% | 40% | 77% | 84% | 69% | 67% |
| About The Same | 22% | 11% | 35% | 10% | 22% | 35% | 10% | 32% | 21% | 26% | 28% | 37% | 11% | 11% | 21% | 31% |
| Not Sure | 3% | 4% | 2% | 3% | 3% | 1% | 4% | 5% | 3% | 2% | 6% | 2% | 4% | 3% | 3% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 543 Registered Voters | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|-----------------------------------|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| Margin of Sampling Error: +/-4.1% | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Easier | 11% | 18% | 8% | 2% | 7% | 0% | 17% | 8% | 3% | 24% | 2% | 19% | 7% | 0% | 11% | 0% |
| Harder | 64% | 45% | 79% | 79% | 66% | 51% | 47% | 78% | 84% | 35% | 50% | 43% | 82% | 86% | 52% | 50% |
| About The Same | 22% | 35% | 8% | 15% | 27% | 49% | 35% | 10% | 9% | 34% | 48% | 35% | 6% | 12% | 34% | 50% |
| Not Sure | 3% | 2% | 4% | 4% | 0% | 0% | 2% | 4% | 3% | 7% | 0% | 2% | 4% | 2% | 2% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 543 Registered Voters | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|-----------------------------------|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| Margin of Sampling Error: +/-4.1% | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Easier | 11% | 21% | 5% | 8% | 5% | 0% | 15% | 5% | 7% | 13% | 30% | 6% | 8% | 0% | 12% | 10% | 15% |
| Harder | 64% | 51% | 68% | 69% | 81% | 29% | 57% | 88% | 67% | 46% | 47% | 81% | 53% | 59% | 69% | 62% | 61% |
| About The Same | 22% | 25% | 25% | 17% | 11% | 71% | 26% | 4% | 21% | 41% | 22% | 9% | 35% | 33% | 17% | 24% | 21% |
| Not Sure | 3% | 3% | 2% | 6% | 2% | 0% | 2% | 3% | 4% | 0% | 1% | 4% | 3% | 7% | 2% | 4% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

12 Looking to the future--say a generation from now--do you feel the American Dream will be easier to attain than it is today, harder, or will it be about the same?

| 543 Registered Voters Margin of Sampling Error: +/-4.1% | All | Achieving Dream | | | | Site | | | | |
|--|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Easier | 11% | - | - | - | - | 28% | 10% | 8% | 8% | 21% |
| Harder | 64% | - | - | - | - | 38% | 77% | 62% | 68% | 32% |
| About The Same | 22% | - | - | - | - | 30% | 12% | 26% | 20% | 47% |
| Not Sure | 3% | - | - | - | - | 4% | 2% | 3% | 3% | 0% |
| Total | 100% | | | | | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | | | | | 13% | 12% | 16% | 57% | 2% |

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | All | Vote For President | | | | Obama Approval | | | Following | | | Can Get Things Done | | | | |
|--|------|--------------------|--------|-------|--------|----------------|---------|---------|-----------|---------|---------|---------------------|--------|---------|---------|---------|
| | | Mitt Ro | Barack | Someo | Undeci | Approv | Disappr | Not Sur | More Cl | Less Cl | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Obama | 13% | 0% | 30% | 0% | 3% | 30% | 0% | 11% | 13% | 12% | 20% | 33% | 0% | 4% | 2% | 4% |
| Romney | 12% | 25% | 1% | 1% | 0% | 1% | 22% | 0% | 14% | 6% | 3% | 1% | 26% | 2% | 9% | 0% |
| Both | 16% | 17% | 19% | 6% | 4% | 18% | 16% | 7% | 17% | 11% | 11% | 16% | 16% | 18% | 20% | 10% |
| Neither | 57% | 56% | 51% | 89% | 83% | 51% | 60% | 72% | 55% | 65% | 66% | 49% | 56% | 74% | 69% | 71% |
| Not Sure | 2% | 1% | 0% | 3% | 10% | 0% | 2% | 10% | 1% | 6% | 0% | 0% | 2% | 1% | 0% | 15% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 46% | 43% | 5% | 6% | 42% | 53% | 6% | 81% | 14% | 5% | 37% | 42% | 14% | 4% | 4% |

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | All | Can Bring People Together | | | | | Shares My Values | | | | | Strong Leader | | | | |
|--|------|---------------------------|--------|---------|---------|---------|------------------|--------|---------|---------|---------|---------------|--------|---------|---------|---------|
| | | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur | Better | Better | Applies | Applies | Not Sur |
| Obama | 13% | 29% | 0% | 1% | 8% | 15% | 30% | 0% | 2% | 0% | 11% | 31% | 0% | 2% | 5% | 4% |
| Romney | 12% | 1% | 28% | 5% | 6% | 4% | 1% | 25% | 7% | 14% | 3% | 1% | 27% | 4% | 0% | 4% |
| Both | 16% | 18% | 10% | 26% | 33% | 0% | 17% | 17% | 11% | 51% | 0% | 17% | 13% | 17% | 22% | 30% |
| Neither | 57% | 51% | 60% | 67% | 52% | 80% | 52% | 56% | 79% | 35% | 69% | 50% | 59% | 75% | 73% | 49% |
| Not Sure | 2% | 2% | 2% | 1% | 0% | 0% | 0% | 2% | 2% | 0% | 17% | 1% | 1% | 2% | 0% | 13% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 42% | 37% | 15% | 3% | 2% | 42% | 42% | 11% | 2% | 3% | 40% | 42% | 9% | 5% | 4% |

Results of SurveyUSA Mkt Research Study #19577

Geography: North Carolina

Data Collected: 08/26/2012 - 08/30/2012

Release Date: 08/31/2012

Percentages

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | All | Follow RNC | | | | | Convention in Charlotte | | | | Finances | | | | American Dream | | |
|--|------|------------|----------|---------|--------|---------|-------------------------|---------|---------|---------|----------|-------|---------|---------|----------------|-----------|---------|
| | | Very Cl | Fairly C | Not Too | Not At | Not Sur | Good T | Bad Thi | Not Par | Not Sur | Better | Worse | About T | Not Sur | Material | Spiritual | Not Sur |
| Obama | 13% | 24% | 13% | 2% | 2% | 0% | 23% | 1% | 1% | 0% | 30% | 1% | 18% | 28% | 14% | 13% | 14% |
| Romney | 12% | 8% | 14% | 9% | 24% | 0% | 5% | 36% | 13% | 20% | 2% | 19% | 9% | 5% | 10% | 14% | 9% |
| Both | 16% | 23% | 17% | 12% | 5% | 13% | 15% | 10% | 21% | 10% | 18% | 18% | 13% | 12% | 20% | 15% | 14% |
| Neither | 57% | 45% | 54% | 76% | 68% | 28% | 56% | 53% | 60% | 69% | 49% | 60% | 58% | 55% | 56% | 56% | 62% |
| Not Sure | 2% | 0% | 2% | 1% | 1% | 60% | 1% | 0% | 3% | 0% | 1% | 2% | 2% | 0% | 0% | 2% | 1% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Registered Voters | 100% | 35% | 29% | 20% | 15% | 1% | 54% | 13% | 31% | 2% | 18% | 42% | 37% | 2% | 26% | 58% | 16% |

13 During the past month, have you accessed the campaign website of Barack Obama? Of Mitt Romney? Of both? Or of neither?

| 543 Registered Voters Margin of Sampling Error: +/-4.2% | All | Achieving Dream | | | | Site | | | | |
|--|------|-----------------|--------|---------|---------|-------|-------|------|---------|---------|
| | | Easier | Harder | About T | Not Sur | Obama | Romne | Both | Neither | Not Sur |
| Obama | 13% | 33% | 8% | 18% | 18% | - | - | - | - | - |
| Romney | 12% | 10% | 14% | 6% | 8% | - | - | - | - | - |
| Both | 16% | 12% | 16% | 19% | 18% | - | - | - | - | - |
| Neither | 57% | 42% | 61% | 53% | 56% | - | - | - | - | - |
| Not Sure | 2% | 3% | 1% | 3% | 0% | - | - | - | - | - |
| Total | 100% | 100% | 100% | 100% | 100% | | | | | |
| Composition of Registered Voters | 100% | 11% | 64% | 22% | 3% | | | | | |

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.