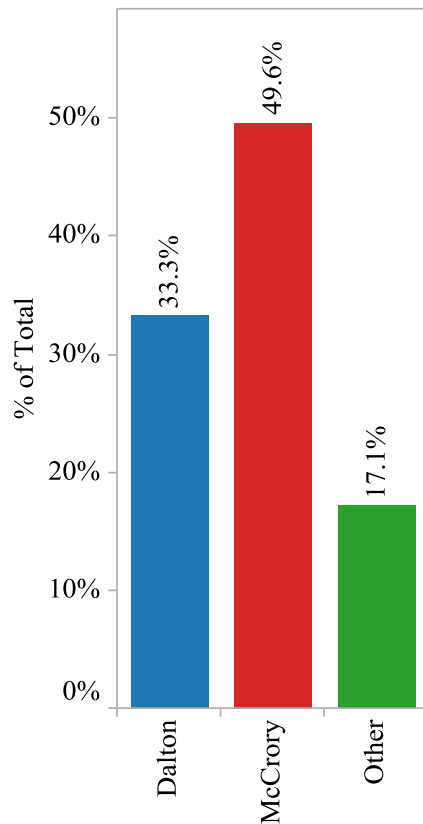


Contact: Doug Kaplan, 407-242-1870 [doug@gravismarketing.com](mailto:doug@gravismarketing.com)

N.C. Governo



Margin of error = +/- 2.9

## Executive Summary

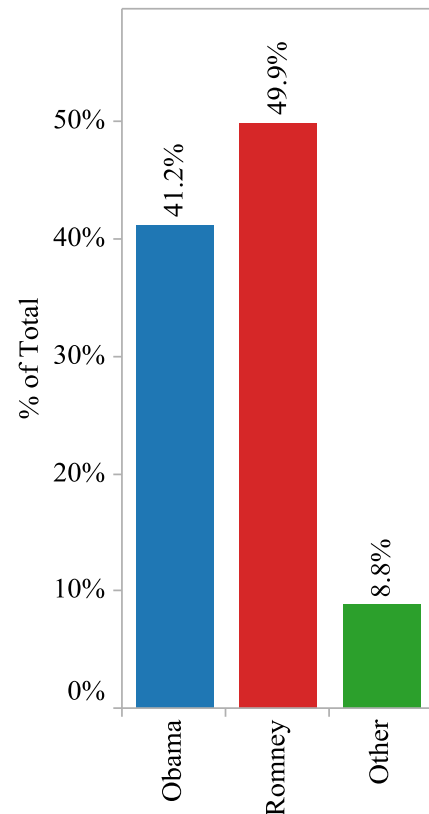
Gravis Marketing, a non-partisan research firm conducted a survey of 1,325 likely voters in North Carolina regarding their likely vote for a given presidential and governor candidate. The poll was conducted October 6, 2012- October 8, 2012, by automated calling of random voters in the state of NC.

Among likely voters, Romney holds a 49.9% to 41.2% lead over Obama, with 8.8% still undecided or voting for another candidate.

The race for Governor is

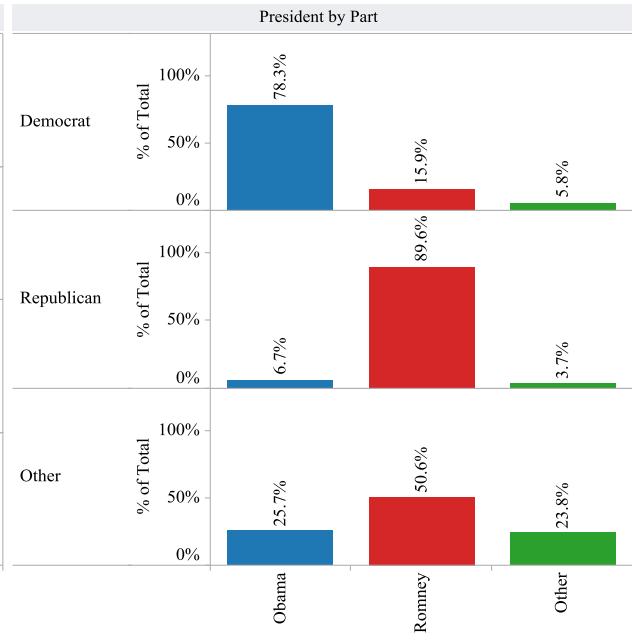
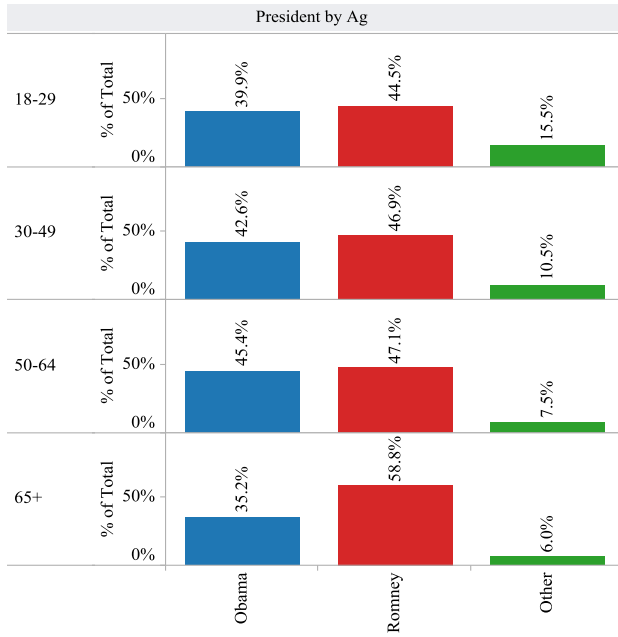
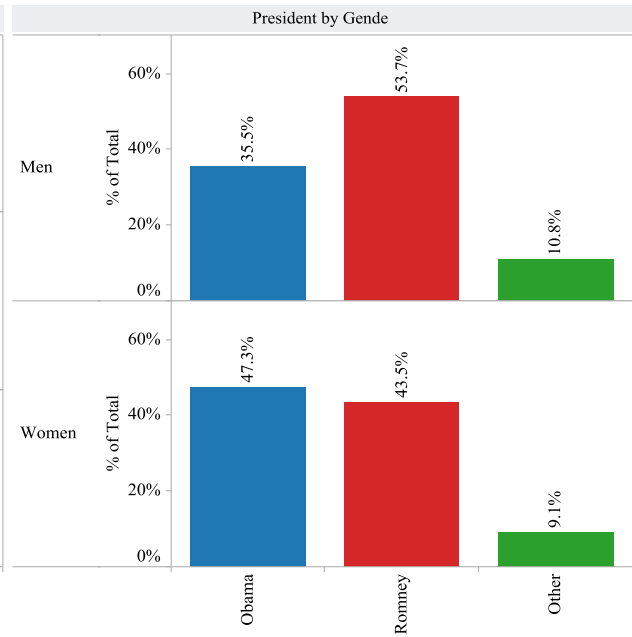
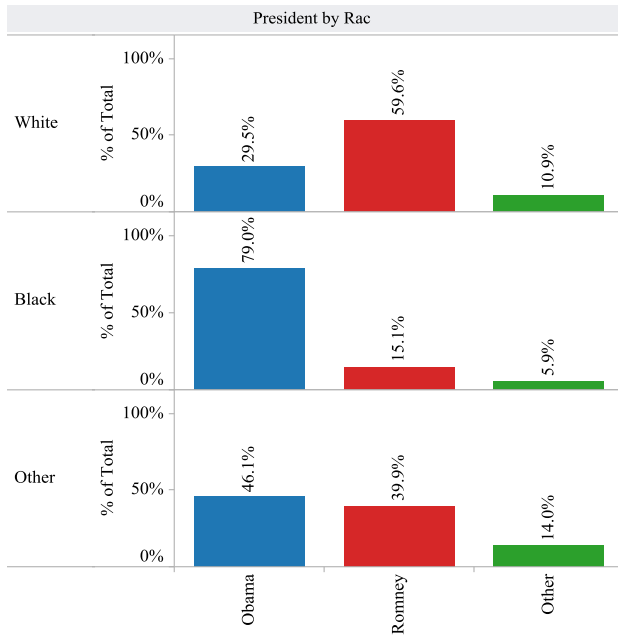
not as close, with McCrory exhibiting a 49.6% to 33.3% advantage over Dalton, with 17.1% of likely voters still undecided or voting for another candidate.

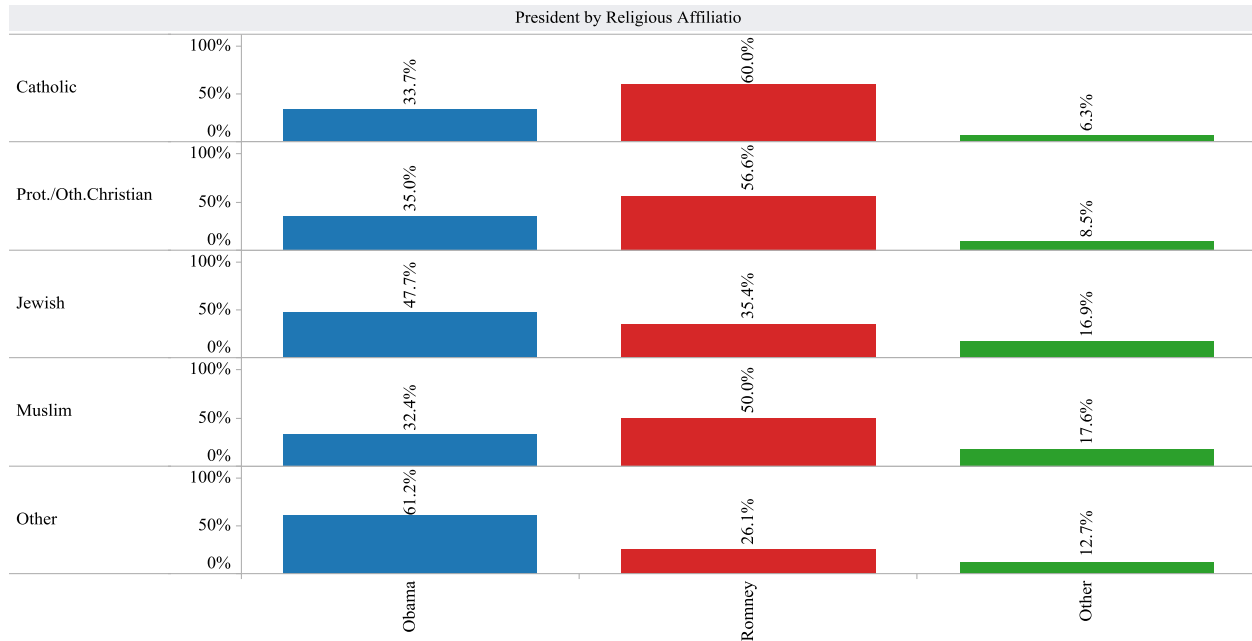
Presiden



Margin of error = +/- 2.9

The following charts contain the presidential race according to political affiliation, race, sex, age group, and religious affiliation. After the charts, a summary of the results is presented, after which cross tabulations of the questions are given.





### Summary of Results

Party	Percent of Total
Democrat	41.8%
Republican	31.8%
Other	26.3%
Race	
White	73.0%
African American	22.4%
Other	4.6%
Religious affiliation	
Oth.Christian	60.4%
Other	25.8%
Catholic	8.6%
Jewish	3.1%
Muslim	2.1%
Age	
30-49	36.7%
50-64	29.0%
18-29	18.6%
65+	15.6%

<b>Gender</b>	
Men	48.7%
Women	51.3%
<b>President</b>	
Romney	49.9%
Obama	41.2%
Other	8.8%
<b>Manage \$1 million best</b>	
Romney	52.8%
Obama	37.8%
Other	9.4%
<b>U.S. right direction?</b>	
Wrong	54.0%
Right	34.4%
Other	11.6%
<b>Governor</b>	
McRory	49.6%
Dalton	33.3%
Other	17.1%

### Survey Questions

1. Are you registered to vote? (Yes, No)

No crosstabs available for this question because if an individual answered no, the questionnaire stopped.

2. How likely are you to vote in this year's presidential elections? (Very unlikely, Unlikely, Somewhat unlikely, Somewhat likely, Likely, Very likely)

Reported results only include somewhat likely, likely, and very likely voters.

3. In which party are you either registered to vote or do you consider yourself a member of? (Democrat, Republican, independent or minority party)

4. What race do you identify yourself as? (White/Caucasian, African-American, Hispanic, Asian, Other)

5. Which of the following best represents your religious affiliation? (Roman Catholic, Protestant/other non-denominational Christian, Jewish, Muslim, Other/no affiliation)

6. How old are you? (18-29, 30-49, 50-64, Over 65)

7. What is your Gender? (Male, Female)

8. If the presidential election were held today, whom would you vote for? (Very likely Obama, Likely Obama, Somewhat likely Obama, Undecided, Somewhat likely Romney, Likely Romney, Very likely Romney)

9. Do you approve of President Obama's job performance?

10. If you had \$1 million that needed to be managed, whom would you trust to manage your money?

11. Do you think the United States is headed in the right direction?

12. If the election for Governor were held today and the candidates were Democrat Walter Dalton and Republican Patrick McCrory, how likely are you to vote for one of the candidates?

Note: the statistical methodology comprised weighing various groups for anticipated voting proportions for the 2012 General Election.