



To: Interested Parties
From: Project New America
Re: New Poll Confirms North Carolina Electoral Votes are Up for Grabs
Date: July 12, 2011

For Immediate Release

Barack Obama and Mitt Romney are locked in a statistical dead heat in North Carolina, according to the latest poll from Myers Research and Project New America. The poll of likely voters-which was conducted using live interviews from July 1-8-shows Romney leading Obama 49-48, with 3 percent undecided.

The results were well within the poll's 4.4 percent margin for error.

"The North Carolina results show a state that is clearly a toss up," said Loranne Ausley, Southern Director at Project New America. "With such a close race, and so few undecided voters at this point in the race, turnout and grassroots voter registration become increasingly more important."

The poll showed Obama is viewed slightly more favorably than Romney. 47 percent of likely North Carolina voters view the President favorable, compared with 47 percent who have a negative opinion. Romney's favorable-unfavorable rating is 42-44.

Obama carried North Carolina by fewer than a percentage point in 2008, and both Republicans and Democrats have targeted the state heavily in 2012.

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Myers Research interviewed 500 likely North Carolina voters on behalf of Project New America using live telephone interviews from July 1-8, 2012. The sample consists of 44 percent registered Democrats, 35 percent registered Republicans and 21 percent unaffiliated voters. The poll's margin of error is +/- 4.4 percent

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