

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
OF THE PRESS RELEASE**

Romney edges ahead in North Carolina

Raleigh, N.C. – PPP's newest North Carolina poll finds Mitt Romney taking a small lead in the state, 49-47. The candidates were tied at 48 two weeks ago. This now makes 26 out of 27 times polling the race in North Carolina that PPP has found Obama and Romney within three points of each other.

Romney's seen the same kind of improvement in his image with North Carolina voters that we've found for him in most places since last week's debate. 49% of voters now have a favorable opinion of him to 46% with an unfavorable one, reversing what was a 46/49 spread on our last poll. Obama's approval numbers have barely changed- 48% of voters approve of him and 50% disapprove, compared to 48/49 last time. Romney's gains in North Carolina have more to do with him becoming more appealing than Obama faltering.

Romney's ahead for two key reasons: he's up 63/33 with white voters and he has a 54/40 advantage with independents. A 30 point win among white voters is basically the cut line for whether Romney can take the state back or not- we've generally found him slightly below that this year, but at least for now he's there. The large registration advantage Democrats have in North Carolina means that for Romney to take the state he not only needs to win independents, but needs to win them by a double digit margin. He's meeting the mark on that front now as well.

North Carolinians think by a 46/42 margin that Joe Biden was the winner of the Vice Presidential debate on Thursday. In spite of that they have a higher opinion of Paul Ryan (48/45 favorability) than they do of Biden (47/47).

“North Carolina continues to look like one of the closest states in the country,” said Dean Debnam, President of Public Policy Polling. “But things are trending a little bit in Mitt Romney’s direction and Obama needs a strong performance Tuesday night to get things going back in the other direction.”

PPP surveyed 1,084 likely North Carolina voters from October 12th to 14th. The margin of error for the survey is +/-3.0%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



North Carolina Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 48%
Disapprove..... 50%
Not sure 2%

Q2 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 49%
Unfavorable 46%
Not sure 5%

Q3 The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election was today, who would you vote for?

Barack Obama..... 47%
Mitt Romney..... 49%
Undecided..... 4%

Q4 Do you trust Barack Obama or Mitt Romney more on the issue of the economy?

Barack Obama..... 47%
Mitt Romney..... 48%
Not sure 5%

Q5 Do you trust Barack Obama or Mitt Romney more on the issue of Libya?

Barack Obama..... 48%
Mitt Romney..... 47%
Not sure 5%

Q6 Do you have a favorable or unfavorable opinion of Joe Biden?

Favorable..... 47%
Unfavorable 47%
Not sure..... 6%

Q7 Do you have a favorable or unfavorable opinion of Paul Ryan?

Favorable..... 48%
Unfavorable 45%
Not sure..... 7%

Q8 Who do you think won the Vice Presidential debate: Joe Biden or Paul Ryan?

Joe Biden..... 46%
Paul Ryan 42%
Not sure 12%

Q9 Are you very excited, somewhat excited, or not at all excited about voting in the 2012 elections?

Very excited 68%
Somewhat excited 21%
Not at all excited 12%

Q10 Do you have a favorable or unfavorable opinion of Honey Boo Boo?

Favorable..... 3%
Unfavorable 47%
Not sure..... 50%

Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 14%
Somewhat liberal 16%
Moderate..... 28%
Somewhat conservative..... 25%
Very conservative 17%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%





Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	45%
<i>Republican</i>	35%
<i>Independent/Other</i>	21%

Q14 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	70%
<i>African-American</i>	22%
<i>Other</i>	7%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	15%
<i>30 to 45</i>	26%
<i>46 to 65</i>	39%
<i>Older than 65</i>	20%

Q16 Area Code

252.....	13%
336.....	20%
704.....	19%
828.....	15%
910.....	12%
919.....	21%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	48%	87%	87%	51%	20%	13%
Disapprove	50%	11%	11%	45%	79%	85%
Not sure	2%	2%	3%	4%	1%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	49%	12%	13%	42%	79%	84%
Unfavorable	46%	84%	85%	51%	16%	13%
Not sure	5%	4%	3%	7%	5%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	47%	88%	86%	51%	18%	11%
Mitt Romney	49%	10%	12%	44%	76%	87%
Undecided	4%	3%	2%	5%	5%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust More on Econ.?						
Barack Obama	47%	83%	89%	53%	17%	11%
Mitt Romney	48%	13%	9%	40%	75%	87%
Not sure	5%	4%	2%	7%	7%	2%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust More on Libya?						
Barack Obama	48%	84%	90%	53%	20%	10%
Mitt Romney	47%	16%	8%	39%	72%	87%
Not sure	5%	-	2%	9%	8%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Biden Favorability						
Favorable	47%	82%	85%	56%	17%	7%
Unfavorable	47%	14%	11%	38%	73%	88%
Not sure	6%	4%	3%	6%	10%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ryan Favorability						
Favorable	48%	14%	11%	43%	70%	88%
Unfavorable	45%	82%	83%	48%	21%	4%
Not sure	7%	3%	6%	9%	9%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Who Won VP Debate?						
Joe Biden	46%	80%	84%	51%	19%	12%
Paul Ryan	42%	15%	10%	33%	64%	77%
Not sure	12%	6%	6%	16%	17%	11%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Voter Enthusiasm						
Very excited	68%	85%	62%	60%	62%	78%
Somewhat excited	21%	10%	27%	21%	26%	16%
Not at all excited	12%	5%	11%	19%	12%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Honey Boo Boo Favorability						
Favorable	3%	7%	3%	2%	1%	3%
Unfavorable	47%	45%	53%	46%	48%	43%
Not sure	50%	48%	44%	52%	50%	54%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	48%	51%	45%
Disapprove	50%	46%	54%
Not sure	2%	3%	2%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	49%	45%	54%
Unfavorable	46%	49%	43%
Not sure	5%	5%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	47%	50%	43%
Mitt Romney	49%	46%	53%
Undecided	4%	4%	4%

	Base	Gender	
		Woman	Man
Trust More on Econ.?			
Barack Obama	47%	49%	45%
Mitt Romney	48%	46%	51%
Not sure	5%	6%	4%

	Base	Gender	
		Woman	Man
Trust More on Libya?			
Barack Obama	48%	50%	45%
Mitt Romney	47%	46%	48%
Not sure	5%	4%	7%

	Base	Gender	
		Woman	Man
Biden Favorability			
Favorable	47%	46%	47%
Unfavorable	47%	47%	48%
Not sure	6%	7%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Ryan Favorability			
Favorable	48%	45%	52%
Unfavorable	45%	47%	43%
Not sure	7%	9%	6%

	Base	Gender	
		Woman	Man
Who Won VP Debate ?			
Joe Biden	46%	46%	46%
Paul Ryan	42%	40%	44%
Not sure	12%	14%	11%

	Base	Gender	
		Woman	Man
Voter Enthusiasm			
Very excited	68%	68%	67%
Somewhat excited	21%	20%	21%
Not at all excited	12%	12%	11%

	Base	Gender	
		Woman	Man
Honey Boo Boo Favorability			
Favorable	3%	3%	3%
Unfavorable	47%	52%	41%
Not sure	50%	45%	56%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	48%	79%	13%	39%
Disapprove	50%	18%	87%	57%
Not sure	2%	3%	1%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	49%	18%	86%	56%
Unfavorable	46%	77%	12%	39%
Not sure	5%	5%	3%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	47%	80%	9%	40%
Mitt Romney	49%	17%	88%	54%
Undecided	4%	4%	3%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust More on Econ.?				
Barack Obama	47%	78%	11%	43%
Mitt Romney	48%	17%	86%	50%
Not sure	5%	6%	3%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trust More on Libya?				
Barack Obama	48%	80%	10%	44%
Mitt Romney	47%	17%	84%	48%
Not sure	5%	4%	6%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Biden Favorability				
Favorable	47%	74%	11%	47%
Unfavorable	47%	19%	83%	47%
Not sure	6%	7%	6%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Ryan Favorability				
Favorable	48%	18%	82%	53%
Unfavorable	45%	73%	11%	41%
Not sure	7%	9%	7%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Who Won VP Debate?				
Joe Biden	46%	73%	13%	43%
Paul Ryan	42%	15%	79%	37%
Not sure	12%	12%	8%	20%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Voter Enthusiasm				
Very excited	68%	72%	72%	53%
Somewhat excited	21%	18%	19%	29%
Not at all excited	12%	11%	9%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Honey Boo Boo Favorability				
Favorable	3%	4%	2%	2%
Unfavorable	47%	48%	50%	40%
Not sure	50%	48%	48%	58%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	48%	34%	87%	65%
Disapprove	50%	64%	11%	33%
Not sure	2%	3%	2%	2%

	Base	Race		
		White	African-American	Other
Romney Favorability				
Favorable	49%	63%	13%	29%
Unfavorable	46%	34%	80%	63%
Not sure	5%	3%	7%	8%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama/Romney				
Barack Obama	47%	33%	86%	60%
Mitt Romney	49%	63%	11%	34%
Undecided	4%	4%	3%	6%

	Base	Race		
		White	African-American	Other
Trust More on Econ.?				
Barack Obama	47%	35%	84%	60%
Mitt Romney	48%	60%	11%	37%
Not sure	5%	5%	6%	3%

	Base	Race		
		White	African-American	Other
Trust More on Libya?				
Barack Obama	48%	35%	85%	59%
Mitt Romney	47%	59%	10%	34%
Not sure	5%	6%	4%	7%

	Base	Race		
		White	African-American	Other
Biden Favorability				
Favorable	47%	37%	77%	48%
Unfavorable	47%	58%	14%	38%
Not sure	6%	5%	9%	14%





Crosstabs

	Base	Race		
		White	African-American	Other
Ryan Favorability				
Favorable	48%	59%	13%	35%
Unfavorable	45%	35%	74%	56%
Not sure	7%	5%	13%	9%

	Base	Race		
		White	African-American	Other
Who Won VP Debate?				
Joe Biden	46%	34%	80%	60%
Paul Ryan	42%	53%	10%	27%
Not sure	12%	13%	11%	13%

	Base	Race		
		White	African-American	Other
Voter Enthusiasm				
Very excited	68%	65%	79%	59%
Somewhat excited	21%	23%	12%	16%
Not at all excited	12%	12%	9%	25%

	Base	Race		
		White	African-American	Other
Honey Boo Boo Favorability				
Favorable	3%	3%	3%	2%
Unfavorable	47%	49%	43%	30%
Not sure	50%	47%	54%	67%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	48%	56%	54%	45%	40%
Disapprove	50%	39%	46%	53%	57%
Not sure	2%	6%	-	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	49%	43%	45%	51%	57%
Unfavorable	46%	52%	51%	44%	39%
Not sure	5%	6%	3%	5%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	47%	48%	54%	45%	40%
Mitt Romney	49%	43%	44%	50%	58%
Undecided	4%	9%	1%	5%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust More on Econ.?					
Barack Obama	47%	51%	51%	45%	42%
Mitt Romney	48%	38%	43%	51%	54%
Not sure	5%	11%	6%	4%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust More on Libya?					
Barack Obama	48%	57%	52%	46%	40%
Mitt Romney	47%	38%	43%	50%	52%
Not sure	5%	5%	5%	4%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Favorability					
Favorable	47%	61%	47%	45%	41%
Unfavorable	47%	36%	42%	51%	53%
Not sure	6%	3%	11%	4%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ryan Favorability					
Favorable	48%	36%	46%	48%	56%
Unfavorable	45%	61%	45%	44%	37%
Not sure	7%	3%	9%	7%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Won VP Debate?					
Joe Biden	46%	56%	48%	44%	40%
Paul Ryan	42%	36%	37%	43%	48%
Not sure	12%	8%	15%	13%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Voter Enthusiasm					
Very excited	68%	69%	65%	70%	66%
Somewhat excited	21%	14%	22%	20%	24%
Not at all excited	12%	17%	14%	10%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Honey Boo Boo Favorability					
Favorable	3%	3%	4%	3%	2%
Unfavorable	47%	58%	62%	41%	35%
Not sure	50%	39%	33%	56%	63%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	48%	51%	51%	41%	39%	42%	59%
Disapprove	50%	47%	48%	58%	59%	53%	38%
Not sure	2%	2%	1%	1%	2%	5%	3%

	Base	Area Code					
		252	336	704	828	910	919
Romney Favorability							
Favorable	49%	49%	51%	54%	58%	45%	40%
Unfavorable	46%	46%	46%	42%	35%	47%	57%
Not sure	5%	5%	3%	4%	7%	7%	3%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Obama/Romney							
Barack Obama	47%	52%	48%	39%	40%	47%	56%
Mitt Romney	49%	46%	49%	58%	56%	50%	39%
Undecided	4%	2%	4%	4%	5%	4%	5%

	Base	Area Code					
		252	336	704	828	910	919
Trust More on Econ.?							
Barack Obama	47%	48%	50%	37%	42%	41%	59%
Mitt Romney	48%	46%	48%	58%	53%	50%	35%
Not sure	5%	6%	3%	4%	5%	9%	6%

	Base	Area Code					
		252	336	704	828	910	919
Trust More on Libya?							
Barack Obama	48%	52%	49%	38%	41%	40%	62%
Mitt Romney	47%	45%	47%	53%	53%	53%	34%
Not sure	5%	3%	4%	8%	7%	6%	4%

	Base	Area Code					
		252	336	704	828	910	919
Biden Favorability							
Favorable	47%	47%	47%	43%	40%	37%	59%
Unfavorable	47%	45%	48%	52%	53%	56%	35%
Not sure	6%	8%	5%	5%	7%	7%	7%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Ryan Favorability							
Favorable	48%	43%	50%	57%	51%	50%	37%
Unfavorable	45%	45%	44%	38%	41%	39%	57%
Not sure	7%	12%	7%	5%	7%	11%	5%

	Base	Area Code					
		252	336	704	828	910	919
Who Won VP Debate?							
Joe Biden	46%	44%	49%	39%	38%	43%	57%
Paul Ryan	42%	38%	41%	49%	46%	47%	31%
Not sure	12%	18%	10%	11%	16%	10%	11%

	Base	Area Code					
		252	336	704	828	910	919
Voter Enthusiasm							
Very excited	68%	67%	71%	69%	65%	69%	65%
Somewhat excited	21%	18%	22%	19%	24%	18%	20%
Not at all excited	12%	15%	7%	11%	11%	13%	15%

	Base	Area Code					
		252	336	704	828	910	919
Honey Boo Boo Favorability							
Favorable	3%	1%	5%	4%	3%	1%	3%
Unfavorable	47%	43%	49%	52%	44%	41%	48%
Not sure	50%	56%	46%	43%	53%	59%	49%

