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information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH  
OF THE PRESS RELEASE**

## **Obama holds narrow lead in NC**

**Raleigh, N.C.** – North Carolina voters are starting to warm up to almost certain Republican presidential nominee Mitt Romney.

The former Massachusetts governor trails President Obama by just one point (47-48) after trailing by 5 (44-49) in the last statewide general election poll in mid-April.

The modest gain for Romney comes as North Carolinians are starting to view the presumptive nominee more favorably. 37% of voters have a favorable opinion of Romney, up from 29% in April. Romney was viewed unfavorably by 53% of voters, down from 58% in April.

Obama's approval rating remained steady, dropping just 1 point to 48%. His disapproval rating rose 2 points to 50%.

Independents are the driving force behind the swing in Romney's favor. The Republican candidate is gaining ground with independents, while President Obama is losing ground. Romney's favorability with independents has spiked 14 points since April to 39%, while Obama's approval rating with independents is down 9 points to 43%. In a head-to-head matchup with Obama, Romney leads 48-44 with independents. Obama led 51-38 with independents in April.

Senator Richard Burr's approval rating is 30%, with 35% disapproving. Adding Burr to the Romney ticket would worsen Romney's chances against Obama by 1 point, with Obama-Biden leading Romney-Burr 48-46.

"Our monthly Presidential polls in North Carolina tell the same story time and time again," said Dean Debnam, President of Public Policy Polling. "It's one of the most closely contested swing states in the country with neither candidate likely to take it by much more than 2 or 3 points."

PPP surveyed 666 North Carolina voters from May 10<sup>th</sup> to 13<sup>th</sup>. The margin of error for the survey is +/-3.8%. 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* ..... 3%

**Q2** Do you have a favorable or unfavorable opinion of Ron Paul?

*Favorable*..... 28%  
*Unfavorable* ..... 48%  
*Not sure* ..... 25%

**Q3** Do you have a favorable or unfavorable opinion of Mitt Romney?

*Favorable*..... 37%  
*Unfavorable* ..... 53%  
*Not sure* ..... 10%

**Q4** If the candidates for President this year were Democrat Barack Obama and Republican Ron Paul, who would you vote for?

*Barack Obama*..... 48%  
*Ron Paul*..... 43%  
*Undecided*..... 10%

**Q5** If the candidates for President this year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

*Barack Obama*..... 48%  
*Mitt Romney*..... 47%  
*Undecided*..... 5%

**Q6** Do you approve or disapprove of Senator Richard Burr's job performance?

*Approve* ..... 30% *Not sure* ..... 35%  
*Disapprove*..... 35%

**Q7** If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President, and the Republican ticket was Mitt Romney for President and Richard Burr for Vice President, which would you vote for?

*Obama-Biden*..... 48%  
*Romney-Burr* ..... 46%  
*Undecided*..... 6%

**Q8** Do you have a favorable or unfavorable opinion of Gary Johnson?

*Favorable*..... 6%  
*Unfavorable* ..... 16%  
*Not sure* ..... 78%

**Q9** If the candidates for President this year were Democrat Barack Obama, Republican Mitt Romney, and Libertarian Gary Johnson, who would you vote for?

*Barack Obama*..... 46%  
*Mitt Romney*..... 44%  
*Gary Johnson* ..... 6%  
*Undecided*..... 4%

**Q10** Do you think North Carolina will be a swing state in the Presidential race this year, or not?

*It will*..... 58%  
*It will not*..... 20%  
*Not sure* ..... 22%

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

*Very liberal*..... 11%  
*Somewhat liberal* ..... 17%  
*Moderate*..... 29%  
*Somewhat conservative*..... 25%  
*Very conservative* ..... 19%





**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.

*Democrat* ..... 48%

*Republican*..... 34%

*Independent/Other*..... 18%

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

*White* ..... 73%

*African-American* ..... 23%

*Other*..... 5%

**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.

*18 to 29*..... 16%

*30 to 45*..... 28%

*46 to 65*..... 36%

*Older than 65*..... 20%

**Q16** Area Code

*252*..... 11%

*336*..... 21%

*704*..... 19%

*828*..... 12%

*910*..... 12%

*919*..... 25%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama Approval</b>						
<b>Approve</b>	48%	92%	80%	61%	21%	7%
<b>Disapprove</b>	50%	8%	18%	34%	76%	91%
<b>Not sure</b>	3%	-	2%	5%	3%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Paul Favorability</b>						
<b>Favorable</b>	28%	20%	24%	27%	32%	32%
<b>Unfavorable</b>	48%	62%	54%	43%	47%	42%
<b>Not sure</b>	25%	18%	22%	30%	21%	27%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Romney Favorability</b>						
<b>Favorable</b>	37%	10%	6%	27%	58%	69%
<b>Unfavorable</b>	53%	81%	88%	60%	35%	18%
<b>Not sure</b>	10%	9%	5%	13%	6%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama/Paul</b>						
<b>Barack Obama</b>	48%	92%	78%	60%	24%	7%
<b>Ron Paul</b>	43%	7%	17%	27%	63%	84%
<b>Undecided</b>	10%	1%	5%	13%	13%	9%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama/Romney</b>						
Barack Obama	48%	92%	82%	60%	23%	7%
Mitt Romney	47%	5%	15%	34%	72%	88%
Undecided	5%	3%	3%	6%	5%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Burr Approval</b>						
Approve	30%	30%	13%	26%	38%	41%
Disapprove	35%	45%	57%	34%	29%	19%
Not sure	35%	26%	30%	39%	33%	40%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama-Biden/Romney-Burr</b>						
Obama-Biden	48%	89%	81%	60%	24%	7%
Romney-Burr	46%	8%	18%	32%	71%	85%
Undecided	6%	3%	2%	8%	5%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Johnson Favorability</b>						
Favorable	6%	10%	6%	5%	6%	7%
Unfavorable	16%	32%	20%	12%	14%	10%
Not sure	78%	58%	74%	83%	80%	83%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Obama/Romney/Johnson</b>						
Barack Obama	46%	87%	80%	58%	19%	8%
Mitt Romney	44%	5%	12%	31%	72%	82%
Gary Johnson	6%	4%	4%	6%	5%	8%
Undecided	4%	4%	4%	6%	4%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Will NC Be a Swing State?</b>						
It will	58%	68%	67%	56%	56%	52%
It will not	20%	12%	18%	18%	23%	25%
Not sure	22%	19%	16%	26%	21%	23%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
Approve	48%	52%	43%
Disapprove	50%	45%	55%
Not sure	3%	3%	2%

	Base	Gender	
		Woman	Man
<b>Paul Favorability</b>			
Favorable	28%	26%	30%
Unfavorable	48%	46%	50%
Not sure	25%	28%	21%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Romney Favorability</b>			
<b>Favorable</b>	37%	34%	41%
<b>Unfavorable</b>	53%	56%	50%
<b>Not sure</b>	10%	10%	9%

	Base	Gender	
		Woman	Man
<b>Obama/Paul</b>			
<b>Barack Obama</b>	48%	52%	42%
<b>Ron Paul</b>	43%	40%	46%
<b>Undecided</b>	10%	8%	12%

	Base	Gender	
		Woman	Man
<b>Obama/Romney</b>			
<b>Barack Obama</b>	48%	53%	44%
<b>Mitt Romney</b>	47%	43%	51%
<b>Undecided</b>	5%	4%	5%

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	30%	27%	34%
<b>Disapprove</b>	35%	31%	39%
<b>Not sure</b>	35%	42%	27%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama-Biden/Romney-Burr</b>			
<b>Obama-Biden</b>	<b>48%</b>	52%	44%
<b>Romney-Burr</b>	<b>46%</b>	44%	49%
<b>Undecided</b>	<b>6%</b>	4%	7%

	Base	Gender	
		Woman	Man
<b>Johnson Favorability</b>			
<b>Favorable</b>	<b>6%</b>	8%	5%
<b>Unfavorable</b>	<b>16%</b>	14%	18%
<b>Not sure</b>	<b>78%</b>	78%	77%

	Base	Gender	
		Woman	Man
<b>Obama/Romney/Johnson</b>			
<b>Barack Obama</b>	<b>46%</b>	52%	39%
<b>Mitt Romney</b>	<b>44%</b>	39%	51%
<b>Gary Johnson</b>	<b>6%</b>	4%	7%
<b>Undecided</b>	<b>4%</b>	5%	3%

	Base	Gender	
		Woman	Man
<b>Will NC Be a Swing State?</b>			
<b>It will</b>	<b>58%</b>	54%	64%
<b>It will not</b>	<b>20%</b>	19%	21%
<b>Not sure</b>	<b>22%</b>	28%	15%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	48%	80%	4%	43%
<b>Disapprove</b>	50%	17%	94%	54%
<b>Not sure</b>	3%	3%	2%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Paul Favorability</b>				
<b>Favorable</b>	28%	21%	35%	35%
<b>Unfavorable</b>	48%	54%	41%	40%
<b>Not sure</b>	25%	25%	24%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Romney Favorability</b>				
<b>Favorable</b>	37%	14%	69%	39%
<b>Unfavorable</b>	53%	75%	23%	51%
<b>Not sure</b>	10%	11%	8%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Paul</b>				
<b>Barack Obama</b>	48%	79%	6%	40%
<b>Ron Paul</b>	43%	15%	80%	46%
<b>Undecided</b>	10%	5%	14%	14%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Romney</b>				
Barack Obama	48%	80%	5%	44%
Mitt Romney	47%	17%	90%	48%
Undecided	5%	3%	5%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
Approve	30%	20%	44%	32%
Disapprove	35%	43%	25%	34%
Not sure	35%	37%	31%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama-Biden/Romney-Burr</b>				
Obama-Biden	48%	79%	5%	45%
Romney-Burr	46%	18%	87%	46%
Undecided	6%	3%	9%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Johnson Favorability</b>				
Favorable	6%	6%	6%	7%
Unfavorable	16%	20%	11%	13%
Not sure	78%	74%	83%	80%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama/Romney/Johnson</b>				
Barack Obama	46%	79%	3%	37%
Mitt Romney	44%	15%	87%	44%
Gary Johnson	6%	3%	7%	12%
Undecided	4%	4%	3%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Will NC Be a Swing State?</b>				
It will	58%	62%	56%	53%
It will not	20%	15%	21%	29%
Not sure	22%	23%	23%	18%

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
Approve	48%	36%	86%	42%
Disapprove	50%	61%	13%	56%
Not sure	3%	3%	1%	3%

	Base	Race		
		White	African-American	Other
<b>Paul Favorability</b>				
Favorable	28%	30%	18%	40%
Unfavorable	48%	46%	53%	52%
Not sure	25%	24%	29%	8%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Romney Favorability</b>				
<b>Favorable</b>	37%	47%	9%	16%
<b>Unfavorable</b>	53%	44%	78%	81%
<b>Not sure</b>	10%	9%	13%	3%

	Base	Race		
		White	African-American	Other
<b>Obama/Paul</b>				
<b>Barack Obama</b>	48%	36%	87%	42%
<b>Ron Paul</b>	43%	53%	10%	37%
<b>Undecided</b>	10%	11%	4%	22%

	Base	Race		
		White	African-American	Other
<b>Obama/Romney</b>				
<b>Barack Obama</b>	48%	36%	87%	51%
<b>Mitt Romney</b>	47%	59%	11%	30%
<b>Undecided</b>	5%	4%	2%	19%

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	30%	34%	18%	34%
<b>Disapprove</b>	35%	34%	37%	45%
<b>Not sure</b>	35%	32%	46%	21%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama-Biden/Romney-Burr</b>				
<b>Obama-Biden</b>	<b>48%</b>	36%	87%	41%
<b>Romney-Burr</b>	<b>46%</b>	58%	10%	43%
<b>Undecided</b>	<b>6%</b>	6%	4%	16%

	Base	Race		
		White	African-American	Other
<b>Johnson Favorability</b>				
<b>Favorable</b>	<b>6%</b>	6%	8%	3%
<b>Unfavorable</b>	<b>16%</b>	15%	15%	31%
<b>Not sure</b>	<b>78%</b>	79%	77%	66%

	Base	Race		
		White	African-American	Other
<b>Obama/Romney/Johnson</b>				
<b>Barack Obama</b>	<b>46%</b>	34%	86%	29%
<b>Mitt Romney</b>	<b>44%</b>	56%	10%	33%
<b>Gary Johnson</b>	<b>6%</b>	6%	1%	24%
<b>Undecided</b>	<b>4%</b>	4%	3%	13%

	Base	Race		
		White	African-American	Other
<b>Will NC Be a Swing State?</b>				
<b>It will</b>	<b>58%</b>	61%	53%	49%
<b>It will not</b>	<b>20%</b>	18%	22%	30%
<b>Not sure</b>	<b>22%</b>	21%	25%	21%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	<b>48%</b>	57%	47%	49%	40%
<b>Disapprove</b>	<b>50%</b>	39%	53%	47%	57%
<b>Not sure</b>	<b>3%</b>	4%	-	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Paul Favorability</b>					
<b>Favorable</b>	<b>28%</b>	31%	28%	27%	27%
<b>Unfavorable</b>	<b>48%</b>	41%	47%	51%	48%
<b>Not sure</b>	<b>25%</b>	27%	25%	23%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Romney Favorability</b>					
<b>Favorable</b>	<b>37%</b>	27%	32%	40%	46%
<b>Unfavorable</b>	<b>53%</b>	61%	58%	51%	44%
<b>Not sure</b>	<b>10%</b>	12%	9%	9%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Paul</b>					
<b>Barack Obama</b>	<b>48%</b>	51%	48%	50%	40%
<b>Ron Paul</b>	<b>43%</b>	35%	46%	41%	48%
<b>Undecided</b>	<b>10%</b>	14%	6%	9%	12%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Romney</b>					
Barack Obama	48%	55%	48%	49%	42%
Mitt Romney	47%	35%	50%	46%	54%
Undecided	5%	10%	2%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
Approve	30%	29%	32%	26%	35%
Disapprove	35%	39%	30%	39%	30%
Not sure	35%	31%	38%	34%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama-Biden/Romney-Burr</b>					
Obama-Biden	48%	55%	47%	50%	40%
Romney-Burr	46%	35%	50%	45%	53%
Undecided	6%	10%	3%	5%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Johnson Favorability</b>					
Favorable	6%	14%	4%	6%	5%
Unfavorable	16%	18%	18%	15%	12%
Not sure	78%	69%	78%	79%	83%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama/Romney/Johnson</b>					
<b>Barack Obama</b>	46%	53%	44%	48%	40%
<b>Mitt Romney</b>	44%	31%	48%	43%	52%
<b>Gary Johnson</b>	6%	8%	5%	6%	4%
<b>Undecided</b>	4%	8%	3%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Will NC Be a Swing State?</b>					
<b>It will</b>	58%	53%	54%	66%	55%
<b>It will not</b>	20%	23%	26%	15%	17%
<b>Not sure</b>	22%	23%	20%	19%	28%

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama Approval</b>							
<b>Approve</b>	48%	58%	43%	43%	34%	53%	55%
<b>Disapprove</b>	50%	38%	54%	57%	60%	47%	42%
<b>Not sure</b>	3%	3%	3%	0%	7%	-	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Paul Favorability</b>							
<b>Favorable</b>	28%	21%	37%	29%	25%	20%	27%
<b>Unfavorable</b>	48%	47%	47%	42%	42%	61%	49%
<b>Not sure</b>	25%	32%	16%	29%	33%	19%	24%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Romney Favorability</b>							
<b>Favorable</b>	37%	34%	42%	36%	39%	36%	35%
<b>Unfavorable</b>	53%	59%	53%	52%	52%	49%	54%
<b>Not sure</b>	10%	6%	5%	12%	9%	15%	12%

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama/Paul</b>							
<b>Barack Obama</b>	48%	57%	42%	41%	37%	52%	57%
<b>Ron Paul</b>	43%	28%	47%	49%	55%	43%	35%
<b>Undecided</b>	10%	15%	11%	11%	8%	5%	8%

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama/Romney</b>							
<b>Barack Obama</b>	48%	59%	42%	45%	36%	51%	57%
<b>Mitt Romney</b>	47%	40%	53%	49%	55%	43%	42%
<b>Undecided</b>	5%	1%	5%	6%	9%	6%	1%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	30%	33%	35%	25%	28%	26%	32%
<b>Disapprove</b>	35%	30%	33%	39%	35%	41%	33%
<b>Not sure</b>	35%	36%	32%	37%	37%	33%	35%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama-Biden/Romney-Burr</b>							
<b>Obama-Biden</b>	48%	57%	41%	44%	38%	52%	55%
<b>Romney-Burr</b>	46%	36%	53%	49%	53%	41%	43%
<b>Undecided</b>	6%	7%	6%	7%	9%	6%	2%

	Base	Area Code					
		252	336	704	828	910	919
<b>Johnson Favorability</b>							
<b>Favorable</b>	6%	8%	5%	6%	8%	16%	2%
<b>Unfavorable</b>	16%	24%	11%	20%	14%	13%	14%
<b>Not sure</b>	78%	68%	84%	74%	78%	71%	84%

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama/Romney/Johnson</b>							
<b>Barack Obama</b>	46%	58%	39%	44%	32%	51%	52%
<b>Mitt Romney</b>	44%	41%	48%	43%	55%	40%	41%
<b>Gary Johnson</b>	6%	1%	7%	7%	11%	3%	4%
<b>Undecided</b>	4%	-	6%	6%	2%	6%	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Will NC Be a Swing State?</b>							
<b>It will</b>	58%	52%	58%	58%	56%	61%	62%
<b>It will not</b>	20%	32%	20%	16%	24%	14%	17%
<b>Not sure</b>	22%	16%	23%	26%	20%	25%	20%

