



FOR IMMEDIATE RELEASE

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Perdue improves but still down to McCrory for NC gov.

Raleigh, N.C. – Former Charlotte mayor Pat McCrory is essentially a gubernatorial nominee-in-waiting for a universally presumed rematch with Governor Bev Perdue. In 2008, President Obama won the Tar Heel State for his party for the first time since Jimmy Carter, and Kay Hagan swept Elizabeth Dole from office by nine points. But Perdue defeated McCrory by only three, when Democrats typically dominate state politics and suffer at the federal level. So even as Perdue, Obama, and other Democrats begin to rebound from their disastrous 2010, the governor still trails the relatively popular McCrory about two years from the next inauguration.

McCrory now leads Perdue with 47% to her 40%. That is an improvement on the 49-37 deficit Perdue found herself in when the race was last tested shortly after the 2010 “shellacking.” Perdue’s recovery has come mostly among independents, who gave McCrory a resounding 58-27 lead two months ago.. But unaffiliated voters now only favor him by a 44-34 margin. Independents voted strongly for Hagan and Obama, but while they are moving back toward the Democrats in many cases, they do not yet favor Perdue.

Perdue has room to improve within her own party, more than anywhere else. Democrats have a 47-36 registration advantage in this electorate, and she gets only 65% of her party to McCrory’s 82% of the GOP. Both candidates got roughly 90% of their respective bases two years ago. But while she has seen her standing with Democrats slightly rise since the last poll, she still loses a fifth of her party to the relatively moderate McCrory, a more typical finding in North Carolina, where many Democrats are somewhat conservative and vote accordingly, as they did in 2010. Had McCrory achieved that level of crossover support in 2008, instead of the less than 10% of Democrats he actually poached from Perdue’s stable, he would have soundly defeated her, but it was a polarizing election, with neither candidate persuading many of the other party’s voters.

“These numbers show that Governor Perdue is hardly dead in the water for reelection,” said Dean Debnam, President of Public Policy Polling. “She’s behind now but if she can make up five points in two months she can certainly make up another seven over the next two years.”

PPP surveyed 575 North Carolina voters from January 20th to 23rd. The survey’s margin of error is +/-4.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



North Carolina Survey Results

<p>Q1 Do you approve or disapprove of Governor Bev Perdue's job performance?</p> <p><i>Approve</i>..... 33% <i>Not sure</i> 20%</p> <p><i>Disapprove</i>..... 46%</p>	<p>Q6 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.</p> <p><i>Democrat</i> 47%</p> <p><i>Republican</i>..... 36%</p> <p><i>Independent/Other</i>..... 18%</p>
<p>Q2 Do you have a favorable or unfavorable opinion of Pat McCrory?</p> <p><i>Favorable</i>..... 33%</p> <p><i>Unfavorable</i> 22%</p> <p><i>Not sure</i> 45%</p>	<p>Q7 If you are white, press 1. If African-American, press 2. If other, press 3.</p> <p><i>White</i> 74%</p> <p><i>African-American</i> 22%</p> <p><i>Other</i>..... 4%</p>
<p>Q3 If the candidates for Governor next year were Democrat Bev Perdue and Republican Pat McCrory, who would you vote for?</p> <p><i>Bev Perdue</i>..... 40%</p> <p><i>Pat McCrory</i>..... 47%</p> <p><i>Undecided</i>..... 14%</p>	<p>Q8 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.</p> <p><i>18 to 29</i>..... 12%</p> <p><i>30 to 45</i>..... 30%</p> <p><i>46 to 65</i>..... 38%</p> <p><i>Older than 65</i>..... 20%</p>
<p>Q4 Would you describe yourself as a liberal, moderate, or conservative?</p> <p><i>Liberal</i>..... 16%</p> <p><i>Moderate</i>..... 40%</p> <p><i>Conservative</i>..... 44%</p>	<p>Q9</p> <p>252..... 13%</p> <p>336..... 20%</p> <p>704..... 18%</p> <p>828..... 15%</p> <p>910..... 16%</p> <p>919..... 19%</p>
<p>Q5 If you are a woman, press 1. If a man, press 2.</p> <p><i>Woman</i> 56%</p> <p><i>Man</i>..... 44%</p>	



Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	33%	62%	43%	14%
Disapprove	46%	16%	39%	64%
Not sure	20%	23%	18%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
McCrory Favorability				
Favorable	33%	27%	31%	36%
Unfavorable	22%	28%	32%	10%
Not sure	45%	45%	37%	53%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue/McCrory				
Bev Perdue	40%	74%	51%	17%
Pat McCrory	47%	16%	34%	69%
Undecided	14%	9%	15%	13%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	33%	34%	33%
Disapprove	46%	45%	48%
Not sure	20%	21%	19%





Crosstabs

	Base	Gender	
		Woman	Man
McCrorry Favorability			
Favorable	33%	30%	37%
Unfavorable	22%	22%	22%
Not sure	45%	49%	41%

	Base	Gender	
		Woman	Man
Perdue/McCrorry			
Bev Perdue	40%	41%	37%
Pat McCrorry	47%	43%	51%
Undecided	14%	15%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	33%	48%	16%	31%
Disapprove	46%	31%	67%	43%
Not sure	20%	21%	17%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
McCrorry Favorability				
Favorable	33%	26%	43%	31%
Unfavorable	22%	27%	11%	31%
Not sure	45%	47%	47%	38%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue/McCrory				
Bev Perdue	40%	65%	9%	34%
Pat McCrory	47%	21%	82%	44%
Undecided	14%	14%	9%	22%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	33%	30%	47%	26%
Disapprove	46%	51%	30%	54%
Not sure	20%	20%	23%	20%

	Base	Race		
		White	African-American	Other
McCrory Favorability				
Favorable	33%	35%	25%	40%
Unfavorable	22%	22%	22%	22%
Not sure	45%	43%	53%	37%

	Base	Race		
		White	African-American	Other
Perdue/McCrory				
Bev Perdue	40%	31%	70%	32%
Pat McCrory	47%	55%	18%	49%
Undecided	14%	14%	12%	19%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	33%	31%	28%	38%	33%
Disapprove	46%	44%	51%	47%	39%
Not sure	20%	25%	21%	14%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrory Favorability					
Favorable	33%	34%	29%	33%	36%
Unfavorable	22%	16%	22%	23%	22%
Not sure	45%	50%	48%	43%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/McCrory					
Bev Perdue	40%	52%	33%	42%	38%
Pat McCrory	47%	39%	48%	48%	48%
Undecided	14%	10%	19%	10%	15%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	33%	31%	35%	36%	33%	30%	34%
Disapprove	46%	41%	51%	46%	52%	38%	48%
Not sure	20%	28%	14%	18%	15%	32%	18%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
McCrory Favorability							
Favorable	33%	22%	26%	58%	29%	22%	35%
Unfavorable	22%	18%	23%	23%	27%	22%	18%
Not sure	45%	60%	51%	19%	44%	56%	47%

	Base	Area Code					
		252	336	704	828	910	919
Perdue/McCrory							
Bev Perdue	40%	38%	37%	42%	42%	41%	38%
Pat McCrory	47%	49%	48%	47%	43%	44%	49%
Undecided	14%	13%	14%	11%	15%	15%	13%

