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OF THE PRESS RELEASE**

## Perdue still behind

**Raleigh, N.C.** – While Governor Perdue had slowly but steadily improved her position since March, her numbers are pretty stagnant this month. Just 34% of North Carolinians approve of Perdue's performance compared to 49% who disapprove. While Republicans almost universally disapprove, 8-78, Democratic approval is only tepid, 55-25, and independents disapprove by a wide margin, 31-57.

As is true for the state legislature, few are enthusiastic about Perdue's performance. Only 10% would give her an A, compared to 26% who give her a B, 24% a C, 18% a D, and 22% an F. Even among Democrats only 17% would give Perdue an A compared to 40% who would give her a B and 26% a C.

Perdue trails her 2012 opponent, Pat McCrory, 39-47 (39-45 in June). McCrory's advantage is built on over twice as much support from Democrats, 17%, as Perdue earns from Republicans, 7%, and a massive lead among independents, 57-28. Luckily for Perdue, more Democrats are undecided than Republicans; nevertheless, Perdue will also have to reduce her deficit with independents to pull off a win.

North Carolinians are seeing Pat McCrory in a more favorable light. 29% express a favorable opinion compared to 23% who express an unfavorable opinion (30-29 in June). McCrory achieves strong favorability thanks to a united base, 44-5, strength with independents, 30-19, and some crossover support among Democrats, 17-37. However, perceptions of McCrory are hardly set in stone as almost half of North Carolinians have yet to form an opinion of him.

“Over the last 3 months Bev Perdue has settled into a 6-8 point deficit against Pat McCrory,” said Dean Debnam, President of Public Policy Polling. “She has a ways to go but it's at least an improvement on the double digit leads he had on her earlier in the year.”

PPP surveyed 651 North Carolina voters from July 7<sup>th</sup> to 10<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. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



## North Carolina Survey Results

**Q1** Do you approve or disapprove of Governor Bev Perdue's job performance?

Approve..... 34% Not sure ..... 16%  
Disapprove..... 49%

**Q2** If you had to give Governor Perdue a letter grade for her job performance, would it be an A, B, C, D, or F?

A..... 10% D ..... 18%  
B..... 26% F..... 22%  
C ..... 24%

**Q3** Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable..... 29%  
Unfavorable ..... 23%  
Not sure ..... 48%

**Q4** If the candidates for Governor next year were Democrat Bev Perdue and Republican Pat McCrory, who would you vote for?

Bev Perdue..... 39%  
Pat McCrory..... 47%  
Undecided..... 14%

**Q5** Who did you vote for President in 2008?

John McCain..... 47%  
Barack Obama..... 48%  
Someone else/Don't remember ..... 5%

**Q6** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 9%  
Somewhat liberal ..... 16%  
Moderate..... 30%  
Somewhat conservative..... 25%  
Very conservative ..... 20%

**Q7** If you are a woman, press 1. If a man, press 2.

Woman ..... 54%  
Man..... 46%

**Q8** 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 ..... 46%  
Republican..... 33%  
Independent/Other..... 21%

**Q9** If you are white, press 1. If African-American, press 2. If other, press 3.

White ..... 73%  
African-American ..... 21%  
Other..... 6%

**Q10** 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..... 10%  
30 to 45..... 28%  
46 to 65..... 42%  
Older than 65..... 20%

**Q11**

252..... 12%  
336..... 21%  
704..... 17%  
828..... 13%  
910..... 15%  
919..... 23%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Perdue Approval</b>				
<b>Approve</b>	34%	10%	59%	18%
<b>Disapprove</b>	49%	79%	21%	45%
<b>Not sure</b>	16%	11%	20%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Perdue Grade</b>				
<b>A</b>	10%	3%	16%	18%
<b>B</b>	26%	7%	46%	10%
<b>C</b>	24%	24%	23%	37%
<b>D</b>	18%	26%	10%	18%
<b>F</b>	22%	40%	4%	17%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>McCrorry Favorability</b>				
<b>Favorable</b>	29%	45%	15%	13%
<b>Unfavorable</b>	23%	8%	39%	13%
<b>Not sure</b>	48%	47%	46%	74%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Perdue/McCrory</b>				
<b>Bev Perdue</b>	39%	9%	70%	18%
<b>Pat McCrory</b>	47%	83%	12%	54%
<b>Undecided</b>	14%	8%	18%	29%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Perdue Approval</b>						
<b>Approve</b>	34%	50%	64%	47%	16%	6%
<b>Disapprove</b>	49%	33%	19%	32%	73%	77%
<b>Not sure</b>	16%	17%	17%	21%	11%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Perdue Grade</b>						
<b>A</b>	10%	29%	17%	11%	3%	4%
<b>B</b>	26%	33%	51%	33%	15%	7%
<b>C</b>	24%	19%	21%	29%	26%	18%
<b>D</b>	18%	13%	7%	14%	24%	27%
<b>F</b>	22%	7%	5%	13%	32%	43%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>McCrorry Favorability</b>						
<b>Favorable</b>	29%	9%	16%	21%	44%	42%
<b>Unfavorable</b>	23%	48%	43%	25%	8%	10%
<b>Not sure</b>	48%	42%	40%	54%	48%	49%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Perdue/McCrory</b>						
<b>Bev Perdue</b>	39%	62%	72%	52%	15%	11%
<b>Pat McCrorry</b>	47%	27%	12%	29%	70%	84%
<b>Undecided</b>	14%	11%	16%	19%	14%	5%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Perdue Approval</b>			
<b>Approve</b>	<b>34%</b>	37%	31%
<b>Disapprove</b>	<b>49%</b>	44%	55%
<b>Not sure</b>	<b>16%</b>	18%	14%

	Base	Gender	
		Woman	Man
<b>Perdue Grade</b>			
<b>A</b>	<b>10%</b>	10%	10%
<b>B</b>	<b>26%</b>	27%	25%
<b>C</b>	<b>24%</b>	26%	22%
<b>D</b>	<b>18%</b>	17%	19%
<b>F</b>	<b>22%</b>	20%	24%

	Base	Gender	
		Woman	Man
<b>McCrorry Favorability</b>			
<b>Favorable</b>	<b>29%</b>	28%	30%
<b>Unfavorable</b>	<b>23%</b>	23%	23%
<b>Not sure</b>	<b>48%</b>	50%	46%

	Base	Gender	
		Woman	Man
<b>Perdue/McCrorry</b>			
<b>Bev Perdue</b>	<b>39%</b>	40%	37%
<b>Pat McCrorry</b>	<b>47%</b>	45%	50%
<b>Undecided</b>	<b>14%</b>	15%	13%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue Approval</b>				
<b>Approve</b>	34%	55%	8%	31%
<b>Disapprove</b>	49%	25%	78%	57%
<b>Not sure</b>	16%	20%	14%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue Grade</b>				
<b>A</b>	10%	17%	2%	7%
<b>B</b>	26%	40%	9%	23%
<b>C</b>	24%	26%	22%	24%
<b>D</b>	18%	10%	27%	22%
<b>F</b>	22%	7%	40%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>McCrorry Favorability</b>				
<b>Favorable</b>	29%	17%	44%	30%
<b>Unfavorable</b>	23%	37%	5%	19%
<b>Not sure</b>	48%	45%	50%	51%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue/McCrorry</b>				
<b>Bev Perdue</b>	39%	67%	7%	28%
<b>Pat McCrorry</b>	47%	17%	83%	57%
<b>Undecided</b>	14%	16%	10%	15%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Perdue Approval</b>				
<b>Approve</b>	<b>34%</b>	28%	53%	40%
<b>Disapprove</b>	<b>49%</b>	57%	23%	46%
<b>Not sure</b>	<b>16%</b>	15%	24%	14%

	Base	Race		
		White	African-American	Other
<b>Perdue Grade</b>				
<b>A</b>	<b>10%</b>	8%	16%	14%
<b>B</b>	<b>26%</b>	20%	49%	28%
<b>C</b>	<b>24%</b>	27%	16%	14%
<b>D</b>	<b>18%</b>	19%	14%	24%
<b>F</b>	<b>22%</b>	26%	6%	20%

	Base	Race		
		White	African-American	Other
<b>McCrorry Favorability</b>				
<b>Favorable</b>	<b>29%</b>	33%	13%	37%
<b>Unfavorable</b>	<b>23%</b>	17%	41%	31%
<b>Not sure</b>	<b>48%</b>	50%	47%	32%

	Base	Race		
		White	African-American	Other
<b>Perdue/McCrorry</b>				
<b>Bev Perdue</b>	<b>39%</b>	30%	68%	47%
<b>Pat McCrorry</b>	<b>47%</b>	57%	12%	50%
<b>Undecided</b>	<b>14%</b>	13%	20%	3%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue Approval</b>					
<b>Approve</b>	<b>34%</b>	28%	32%	39%	31%
<b>Disapprove</b>	<b>49%</b>	44%	57%	46%	48%
<b>Not sure</b>	<b>16%</b>	28%	12%	14%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue Grade</b>					
<b>A</b>	<b>10%</b>	16%	8%	9%	13%
<b>B</b>	<b>26%</b>	25%	25%	30%	21%
<b>C</b>	<b>24%</b>	22%	26%	23%	24%
<b>D</b>	<b>18%</b>	13%	21%	17%	19%
<b>F</b>	<b>22%</b>	25%	21%	21%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCrorry Favorability</b>					
<b>Favorable</b>	<b>29%</b>	31%	24%	33%	25%
<b>Unfavorable</b>	<b>23%</b>	25%	22%	24%	22%
<b>Not sure</b>	<b>48%</b>	44%	54%	43%	54%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue/McCrorry</b>					
<b>Bev Perdue</b>	<b>39%</b>	44%	34%	42%	38%
<b>Pat McCrorry</b>	<b>47%</b>	47%	48%	46%	50%
<b>Undecided</b>	<b>14%</b>	9%	18%	13%	12%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue Approval</b>							
<b>Approve</b>	34%	38%	31%	29%	31%	41%	37%
<b>Disapprove</b>	49%	37%	51%	52%	52%	46%	52%
<b>Not sure</b>	16%	24%	18%	19%	16%	14%	11%

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue Grade</b>							
<b>A</b>	10%	7%	8%	9%	8%	17%	12%
<b>B</b>	26%	32%	24%	29%	24%	23%	27%
<b>C</b>	24%	31%	28%	20%	25%	23%	20%
<b>D</b>	18%	15%	22%	17%	13%	18%	18%
<b>F</b>	22%	15%	17%	25%	30%	20%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>McCrorry Favorability</b>							
<b>Favorable</b>	29%	18%	19%	54%	29%	23%	29%
<b>Unfavorable</b>	23%	14%	27%	18%	22%	29%	24%
<b>Not sure</b>	48%	68%	54%	28%	48%	48%	47%

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue/McCrorry</b>							
<b>Bev Perdue</b>	39%	39%	40%	32%	33%	49%	40%
<b>Pat McCrorry</b>	47%	42%	47%	58%	52%	37%	47%
<b>Undecided</b>	14%	19%	13%	10%	15%	14%	13%

