



**FOR IMMEDIATE RELEASE**  
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## **Three-way tie among Dems; Thompson still leads Republicans**

**Raleigh, N.C.** – According to the latest Public Policy Polling (PPP) survey released today, the race for the Democratic nomination for President is tightening up in North Carolina. The survey shows Hillary Clinton, John Edwards, and Barack Obama in a three-way tie. Clinton and Obama each received 27% and Edwards has 26% support. Eleven percent of likely Democratic Primary voters are still undecided while 10% support another candidate.

Republican presidential candidate Fred Thompson continues to lead the Republican race, with 34% support. Rudy Giuliani's support fell for the second month in a row, now down to 15%. Newt Gingrich has 13% support, and John McCain and Mitt Romney bring up the rear with 7% and 6%, respectively. However, 21% of likely Republican voters are still undecided. Five percent said they support a candidate other than the five mentioned.

In the Democratic gubernatorial race, Richard Moore continues to trail Beverly Perdue, 30% to 34%, while a plurality of voters, 37%, remained undecided. This marks no change from our previous tracking poll.

In the Republican gubernatorial primary a majority, 60% were undecided. Bill Graham continues to lead the race with 23% support. Both of his challengers, Bob Orr and Fred Smith failed to poll above double digits, each receiving 9%.

PPP surveyed 629 likely Democratic primary voters and 583 likely Republican primary voters on July 2. The surveys have margins of error of  $\pm 3.8\%$  and  $\pm 4.0\%$  respectively. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com). These include results of the Democratic Lieutenant Governor primary, issue priorities for both parties, and crosstabs breaking down the results by gender, race, and age/.

For more discussion of the poll visit the Public Policy Polling blog at <http://publicpolicypolling.blogspot.com>.

If you have questions about this release or would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## Tracking the North Carolina Primaries

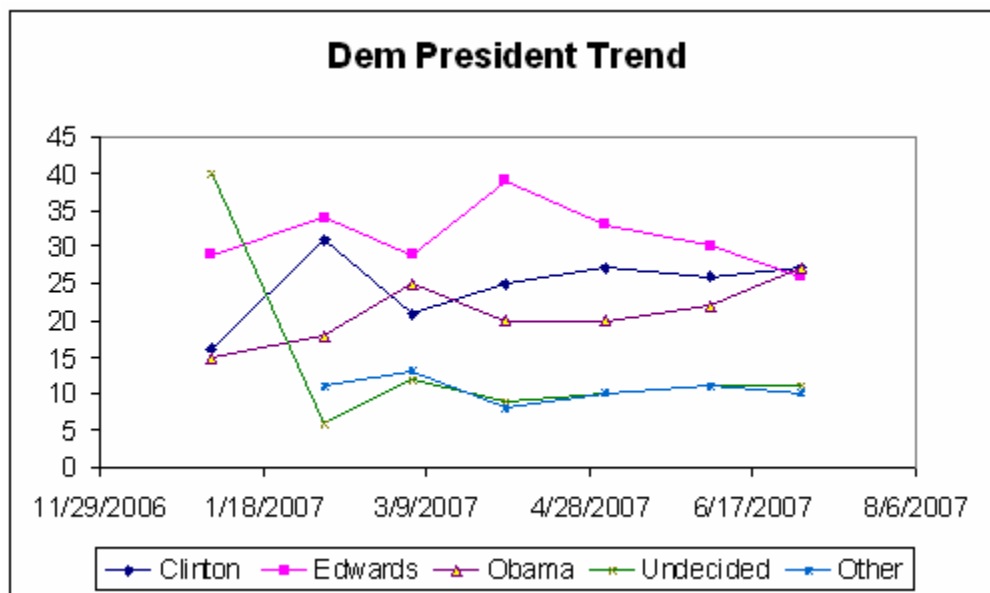
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### Introduction

Public Policy Polling has been tracking the Republican and Democratic primary races in North Carolina for seven months. Included in our tracking polls are the Republican races for President and Governor; the Democratic races for President, Governor and Lieutenant Governor; and a question about what issue is most important to each voter. Our latest surveys were conducted on Tuesday, July 2. To further our understanding of the dynamics of the race we continue to cross tabulate respondents' answers to the above questions against four demographic attributes: gender, race, age and region.

### Analysis

The Democratic Presidential race is tightening up, with this month's poll showing a tie among the top three Democratic candidates. Hillary Clinton and Barack Obama both garner 27% support, while John Edwards has 26%. John Edwards' support has continued to slide in North Carolina since a strong showing in April following the announcement of the recurrence of his wife's cancer. The Edwards' campaign has had a few media missteps in the last three months (his home, haircuts and hedge fund). Those problems coupled with Clinton and Obama winning the fundraising battle, could explain his drift and their growth in the poll.



Perhaps more importantly, Democratic Party demographics are against him. Women and African-Americans make up a significant majority of Democratic primary voters. Yet Edwards performs best among men and whites.

Not surprisingly Hillary Clinton leads among women and in the last month Obama has seen a surge in African American support. In July he received the support of 59% of blacks polled, fourteen percentage points higher than last month. Obama's support from blacks has continued to rise over the seven months we have been tracking.

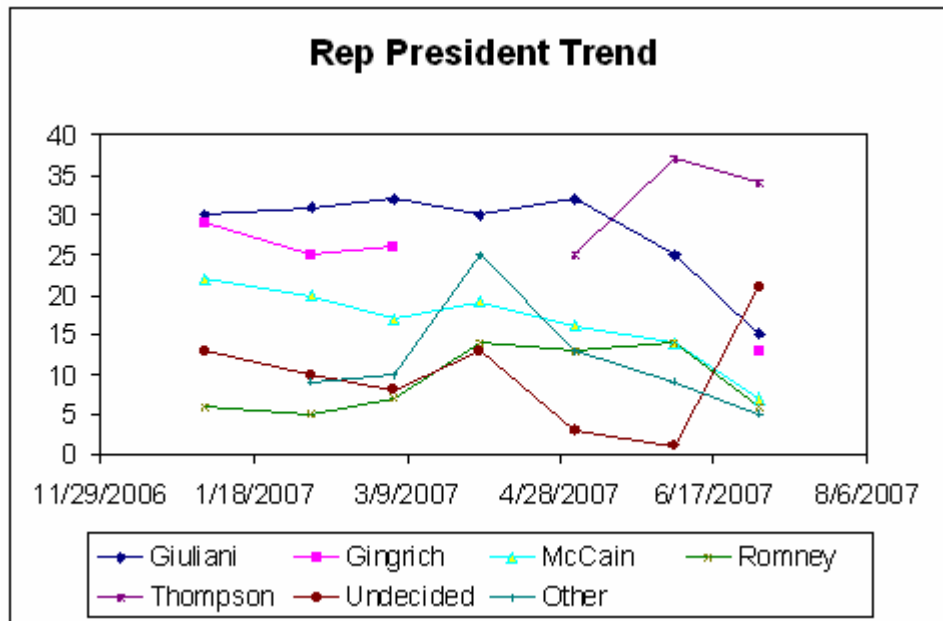
Interestingly, Clinton is strongest among youngest and oldest voters, while Obama is very strong among the 30-45 age group. Edwards leads among the 45-65 age group.

It is important to note that Edwards performs much better in North Carolina than in national polls, where the latest poll averages have him in the low teens. His strength in North Carolina has waned mirroring national polling trends, fundraising, and punditry analysis. His success in North Carolina may depend upon his national success. If he remains a viable top-tier candidate, North Carolina will likely continue to support its native son. However, if his nomination becomes improbable his Tar Heel State supporters might drift to Clinton or Obama. Nonetheless, much of this speculation might become moot because of the North Carolina primary date. By the time Primary Day rolls into North Carolina the success of the Edwards campaign in the early primary states will already have been decided.

The War in Iraq continues to be the most important issue for a majority of Democrats, 54%. Next on the list were the economy and health care at 14% each. Zero percent of Democrats said immigration was the most important issue.

That is significantly different than the Republicans. Immigration continued to rise as one of the most important issues among likely primary voting Republicans. Twenty-nine percent chose immigration as their most important issue, nearly as many as those who chose the War in Iraq. Moral and family values was in a healthy third place with 17%.

For the second month, our tracking poll has included Fred Thompson in the top tier of Republican candidates, and he continues to receive wide support. Thirty-four percent of those polled support Thompson, while Rudy Giuliani comes in second with 15%. Gingrich garnered the support of 13% of respondents, while John McCain and Mitt Romney pulled up the rear at 7% and 6% respectively.



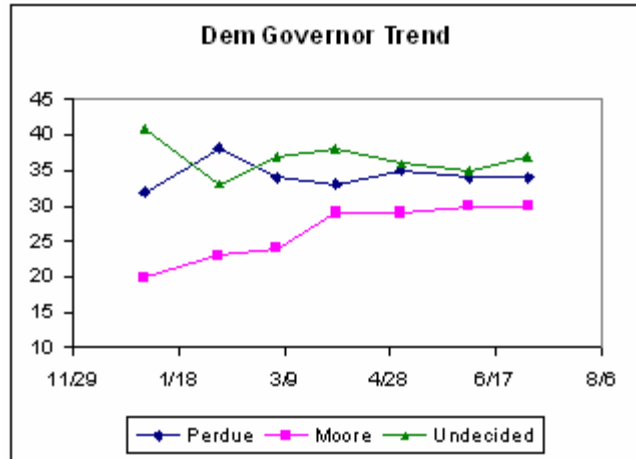
The Republican field is much more volatile than the Democratic side, and as you can see from the trend lines. None of the candidates have received consistent support. McCain's support has steadily fallen from a high in the mid-20s in January to under 10% now. Although Mitt Romney had been gaining support earlier this year, his support has dropped significantly since Fred Thompson entered the field. Giuliani's support has also fallen recently as Thompson entered the fray.

Taking a peek inside the numbers, Fred Thompson is very strong among Republican men. Forty-one percent of men chose Thompson, with Gingrich in second among men at 16%. Giuliani, McCain and Romney each received the support of 10% or less of Republican men. Among women Thompson leads with 26%, but Giuliani is a strong second at 20%.

Thompson is the strongest candidate across every age group except the youngest voters, aged 18-29, where he is the weakest of the candidates. Giuliani and Gingrich lead the young Republican voters, but a plurality, 35%, remain undecided.

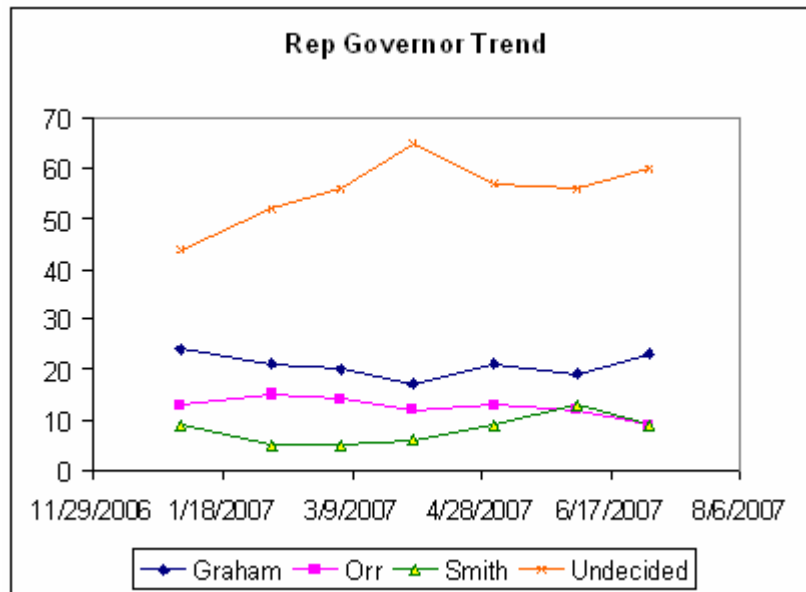
This month's tracking poll showed almost no change in the Democratic Gubernatorial race. In fact, the race has been stagnant for four months. Currently Beverly Perdue leads Richard Moore 34% to 30% among likely primary voters. A plurality, 36% remains undecided.





However, as you can see in the chart above, the trend over the past seven months shows that Perdue's lead has shrunk considerably since earlier in the year. Since January, Moore's support has grown by about 10 percent, while Perdue support has remained stagnant.

Perdue's lead comes from women, where she has a 10% advantage over Moore and African-Americans where there is a 7% margin. Moore leads among men and among the oldest voters, 65 and older. Among young voters, 62% are undecided.



On the Republican side, Bill Graham maintains a lead over his opponents with 23% support, while Bob Orr and Fred Smith garnered 9% each. Meanwhile, a whopping 60% of those polled are undecided.

In the chart above you can see the dynamics in this race have changed very little in seven months. Earlier in the year Orr was a clear second and Smith was third, but now they are deadlocked in second behind Graham. Obviously the campaigns are in their infant stages, while candidates are focused on raising money. Two notable exceptions were the announcement events by Smith and Graham, but nothing the candidates have done in seven months seems to have had an impact on voters. No one has polled higher than the low 20s and since February a consistent majority of respondents have been undecided.

## **Methodology**

Public Policy Polling surveyed 583 likely Republican primary voters and 629 likely Democratic primary voters on July 2. The samples were chosen by randomly selecting Republican and Democratic voters from the North Carolina voter file who had a history of voting in party primaries during the last 5 years. Unaffiliated voters were not included in these surveys.

Our surveys are conducted using Interactive Voice Response (IVR) phone technology. The same recorded voice is played to every respondent, who answer questions using their telephone keypad. The standardized voice dramatically reduces the effect of interviewer bias.

The survey responses are weighted to accurately reflect the demographic breakdown of the desired population. The surveys have margins of error of  $\pm 3.8\%$  and  $\pm 4.3\%$  respectively. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify. The exact wording of questions can be found on the respective survey results page.

## **Who We Are**

Since 2001 Public Policy Polling (PPP) has provided poll data and expert analysis for the public, opinion leaders and public policy makers in the state of North Carolina. PPP continues to be dedicated to tracking issue trends, campaign match-ups, and approval ratings on key figures in the state. You can find more of our polling data and analysis at our website, [www.publicpolicypolling.com](http://www.publicpolicypolling.com).



## Republican Primary Survey Results

**Q1** There will be a number of people running for President in 2008 as Republicans. Some of the most talked about are Rudy Giuliani, John McCain, Mitt Romney and Fred Thompson. If the Republican primary were today which of these men would you vote for, or would you vote for somebody else? If you would vote for Newt Gingrich, press 1 on your keypad now. If for Rudy Giuliani, press 2. If for John McCain, press 3. If for Mitt Romney, press 4. If for Fred Thompson, press 5. If you would vote for a different candidate, press 6. If you are undecided, press 7.

Gingrich .....13% Thompson.....34%  
Giuliani.....15% Other..... 5%  
McCain..... 7% Undecided.....21%  
Romney ..... 6%

**Q2** There will also be a number of Republican candidates for governor. Bill Graham, Bob Orr and Fred Smith have been mentioned as candidates. If the primary election were today which of these men would you vote for or would you vote for somebody else? If you would vote for Bill Graham, press 1. If for Bob Orr, press 2. If for Fred Smith, press 3. If you are undecided, press 4.

Graham..... 23% Smith..... 9%  
Orr..... 9% Undecided.....60%

**Q3** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq .....32% Moral or Family values..... 17%  
Education..... 3% Health care..... 3%  
Economy and jobs. 7% Immigration ..... 29%  
Taxes ..... 8% Other..... 1%

**Q4** If you are a woman, press 1, if a man, press 2.

Women .....50% Men.....50%

**Q5** If you are white, press one now. If you are African-American, press two now. If other, press 3.

White .....97% Other..... 3%  
Black..... 1%

**Q6** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 60, press 3. If older, press 4.

18-29..... 7% 46-65.....39%  
30-45.....19% Older than 65.....35%





**Republican Primary Crosstabs**

	Base	Gender	
		Women	Men
<b>President</b>			
Gingrich	13%	9%	16%
Giuliani	15%	20%	10%
McCain	7%	8%	6%
Romney	6%	7%	5%
Thompson	34%	26%	41%
Other	5%	2%	7%
Undecided	21%	28%	14%

	Base	Gender	
		Women	Men
<b>Governor</b>			
Graham	23%	21%	25%
Orr	9%	7%	11%
Smith	9%	8%	9%
Undecided	60%	64%	55%

	Base	Gender	
		Women	Men
<b>Issues</b>			
War in Iraq	32%	34%	30%
Education	3%	3%	3%
Economy and jobs	7%	8%	6%
Taxes	8%	5%	10%
Moral or Family values	17%	21%	13%
Health care	3%	3%	3%
Immigration	29%	24%	33%
Other	1%	1%	2%

	Base	Race		
		White	Black	Other
<b>President</b>				
Gingrich	13%	12%	-	23%
Giuliani	15%	16%	-	-
McCain	7%	6%	22%	12%
Romney	6%	6%	-	-
Thompson	34%	34%	20%	35%
Other	5%	4%	-	17%
Undecided	21%	21%	58%	13%

	Base	Race		
		White	Black	Other
<b>Governor</b>				
Graham	23%	23%	20%	24%
Orr	9%	9%	-	11%
Smith	9%	9%	22%	-
Undecided	60%	59%	58%	65%

	Base	Race		
		White	Black	Other
<b>Issues</b>				
War in Iraq	32%	31%	37%	59%
Education	3%	3%	-	-
Economy and jobs	7%	7%	22%	11%
Taxes	8%	8%	-	6%
Moral or Family values	17%	17%	-	7%
Health care	3%	3%	-	-
Immigration	29%	29%	20%	12%
Other	1%	1%	21%	6%

	Base	Age			
		18-29	30-45	46-65	Older than 65
<b>President</b>					
Gingrich	13%	15%	15%	9%	15%
Giuliani	15%	15%	18%	18%	11%
McCain	7%	13%	1%	7%	8%
Romney	6%	8%	1%	4%	11%
Thompson	34%	5%	34%	40%	32%
Other	5%	10%	9%	3%	4%
Undecided	21%	35%	21%	19%	20%

	Base	Age			
		18-29	30-45	46-65	Older than 65
<b>Governor</b>					
Graham	23%	16%	15%	27%	25%
Orr	9%	8%	17%	8%	5%
Smith	9%	5%	5%	8%	12%
Undecided	60%	71%	64%	57%	58%





**Republican Primary Crosstabs**

	Base	Age			
		18-29	30-45	46-65	Older than 65
<b>Issues</b>					
War in Iraq	32%	35%	25%	32%	35%
Education	3%	8%	7%	2%	1%
Economy and jobs	7%	5%	6%	8%	7%
Taxes	8%	8%	7%	8%	7%
Moral or Family values	17%	23%	21%	15%	17%
Health care	3%	-	4%	4%	2%
Immigration	29%	20%	28%	30%	30%
Other	1%	3%	-	2%	1%



**Republican Primary Crosstabs**

	Issues								
	Base	War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>President</b>									
<b>Gingrich</b>	13%	14%	-	9%	14%	5%	-	20%	12%
<b>Giuliani</b>	15%	17%	5%	24%	22%	10%	19%	13%	-
<b>McCain</b>	7%	10%	5%	18%	7%	4%	19%	1%	-
<b>Romney</b>	6%	7%	16%	5%	2%	2%	10%	8%	-
<b>Thompson</b>	34%	26%	38%	22%	30%	43%	37%	40%	37%
<b>Other</b>	5%	7%	18%	-	8%	3%	-	3%	-
<b>Undecided</b>	21%	20%	18%	22%	17%	34%	15%	15%	51%

	Issues								
	Base	War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>Governor</b>									
<b>Graham</b>	23%	26%	15%	25%	19%	16%	24%	27%	-
<b>Orr</b>	9%	10%	19%	-	7%	9%	23%	8%	-
<b>Smith</b>	9%	8%	5%	11%	14%	7%	-	9%	-
<b>Undecided</b>	60%	57%	61%	63%	60%	68%	53%	56%	100%





## Democratic Primary Survey Results

**Q1** In the 2008 Presidential race there are three Democrats in the top tier of candidates, Hillary Clinton, John Edwards and Barack Obama. If the Democratic primary were today which of these candidates would you vote for, or would you vote for a different candidate? If you would vote for Hillary Clinton, press 1 on your key pad now. If for John Edwards, press 2. If for Barack Obama, press 3. If you would vote for a different candidate, press 4. If you are undecided, press 5.

Clinton.....27% Different candidate..10%  
Edwards.....26% Undecided.....11%  
Obama.....27%

**Q2** There will be a Democratic primary for Governor. Richard Moore and Beverly Perdue have been mentioned as candidates. If the primary election were today which of these candidates would you vote for or would you vote for somebody else? If you would vote for Richard Moore, press 1. If for Beverly Perdue, press 2. If undecided, press 3.

Moore..... 30% Undecided..... 37%  
Perdue ..... 34%

**Q3** In the Lieutenant Governor's race the candidates are Dan Besse, Walter Dalton, Hampton Dellinger, and Pat Smathers. If the election were held today who would you vote for? If Dan Besse, press 1. If Walter Dalton, press 2. If Hampton Dellinger, press 3. If Pat Smathers, press 4. If you are undecided press 5.

Besse ..... 6% Smathers..... 9%  
Dalton..... 11% Undecided..... 65%  
Dellinger..... 9%

**Q4** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq .....54% Moral or Family values..... 6%  
Education ..... 9% Health care..... 14%  
Economy and jobs. 14% Immigration ..... 0%  
Taxes ..... 3% Other..... 0%

**Q5** If you are a woman, press 1, if a man, press 2.

Women .....58% Men.....42%

**Q6** If you are white, press one now. If you are African-American, press two now. If other, press 3.

White .....70% Other..... 3%  
Black.....27%

**Q7** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 60, press 3. If older, press 4.

18-29..... 5% 46-65.....44%  
30-45.....11% Older Than 65.....40%





**Democratic Primary Crosstabs**

	Base	Gender	
		Women	Men
<b>President</b>			
Clinton	27%	30%	23%
Edwards	26%	25%	27%
Obama	27%	27%	25%
Different candidate	10%	6%	14%
Undecided	11%	11%	10%

	Base	Gender	
		Women	Men
<b>Governor</b>			
Moore	30%	27%	33%
Perdue	34%	37%	29%
Undecided	37%	36%	38%

	Base	Gender	
		Women	Men
<b>Lt. Governor</b>			
Besse	6%	5%	7%
Dalton	11%	11%	13%
Dellinger	9%	6%	12%
Smathers	9%	9%	8%
Undecided	65%	68%	60%

	Base	Gender	
		Women	Men
<b>Issues</b>			
War in Iraq	54%	56%	52%
Education	9%	8%	10%
Economy and jobs	14%	14%	14%
Taxes	3%	2%	3%
Moral or Family values	6%	6%	6%
Health care	14%	14%	15%

	Base	Race		
		White	Black	Other
<b>President</b>				
Clinton	27%	32%	19%	14%
Edwards	26%	34%	7%	9%
Obama	27%	13%	59%	50%
Different candidate	10%	11%	5%	9%
Undecided	11%	10%	10%	18%

	Base	Race		
		White	Black	Other
<b>Governor</b>				
Moore	30%	32%	25%	14%
Perdue	34%	34%	32%	27%
Undecided	37%	33%	43%	59%

	Base	Race		
		White	Black	Other
<b>Lt. Governor</b>				
Besse	6%	7%	6%	-
Dalton	11%	11%	13%	18%
Dellinger	9%	8%	10%	9%
Smathers	9%	9%	8%	18%
Undecided	65%	66%	64%	55%

	Base	Race		
		White	Black	Other
<b>Issues</b>				
War in Iraq	54%	59%	40%	50%
Education	9%	4%	19%	14%
Economy and jobs	14%	12%	19%	14%
Taxes	3%	3%	1%	9%
Moral or Family values	6%	6%	6%	5%
Health care	14%	15%	13%	9%





**Democratic Primary Crosstabs**

	Base	Age			
		18-29	30-45	46-65	Older Than 65
<b>President</b>					
<b>Clinton</b>	27%	39%	17%	25%	32%
<b>Edwards</b>	26%	22%	13%	30%	26%
<b>Obama</b>	27%	29%	42%	26%	22%
<b>Different candidate</b>	10%	4%	16%	10%	8%
<b>Undecided</b>	11%	6%	12%	9%	12%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
<b>Governor</b>					
<b>Moore</b>	30%	15%	20%	31%	33%
<b>Perdue</b>	34%	24%	34%	38%	30%
<b>Undecided</b>	37%	62%	46%	31%	37%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
<b>Lt. Governor</b>					
<b>Besse</b>	6%	10%	8%	6%	5%
<b>Dalton</b>	11%	11%	7%	12%	12%
<b>Dellinger</b>	9%	4%	7%	7%	12%
<b>Smathers</b>	9%	10%	5%	10%	9%
<b>Undecided</b>	65%	65%	72%	66%	62%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
<b>Issues</b>					
<b>War in Iraq</b>	54%	39%	37%	55%	60%
<b>Education</b>	9%	14%	11%	8%	8%
<b>Economy and jobs</b>	14%	16%	19%	13%	14%
<b>Taxes</b>	3%	4%	3%	2%	3%
<b>Moral or Family values</b>	6%	7%	8%	8%	3%
<b>Health care</b>	14%	20%	22%	14%	12%





**Democratic Primary Crosstabs**

	Base	Issues					
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care
<b>President</b>							
<b>Clinton</b>	27%	31%	25%	16%	17%	18%	32%
<b>Edwards</b>	26%	26%	17%	31%	17%	25%	27%
<b>Obama</b>	27%	25%	46%	33%	19%	16%	21%
<b>Different candidate</b>	10%	7%	6%	10%	42%	30%	7%
<b>Undecided</b>	11%	11%	6%	11%	6%	11%	14%

	Base	Issues					
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care
<b>Governor</b>							
<b>Moore</b>	30%	31%	22%	31%	40%	25%	27%
<b>Perdue</b>	34%	34%	34%	33%	22%	32%	33%
<b>Undecided</b>	37%	34%	44%	35%	38%	43%	40%

	Base	Issues					
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care
<b>Lt. Governor</b>							
<b>Besse</b>	6%	5%	2%	10%	22%	8%	4%
<b>Dalton</b>	11%	11%	22%	15%	6%	3%	9%
<b>Dellinger</b>	9%	7%	10%	12%	-	11%	11%
<b>Smathers</b>	9%	9%	5%	9%	6%	14%	9%
<b>Undecided</b>	65%	68%	61%	54%	66%	65%	66%

