



**FOR IMMEDIATE RELEASE**  
**December 18, 2007**

**CONTACT: DEAN DEBNAM**  
**888-621-6988 / 919-880-4888**

## **Polls Confirm Perdue's Front Runner Status**

**Raleigh, N.C.** – Lieutenant Governor Beverly Perdue leads potential general election match ups against all four likely Republican candidates for Governor, according to a new Public Policy Polling survey.

Perdue leads Charlotte mayor Pat McCrory 41-39, conservative activist and trial lawyer Bill Graham 42-38, former judge Bob Orr 42-36, and state senator Fred Smith 43-34.

The results for state Treasurer Richard Moore are mixed. He leads Smith 40-32 and leads Orr 40-30, but trails Graham 37-35 and McCrory 38-36.

“The closeness of these results shows that the Governor’s race is wide open,” said Dean Debnam, President of Public Policy Polling.

“Although Perdue does lead the race against all four Republican contenders, it’s a lot closer than might have been expected.”

The crosstabs show McCrory earning more support from self identified Democrats in the poll than any of the other Republican candidates. They also show him performing extremely well in the Charlotte region. While none of the other candidates poll above 43% there, McCrory get more than 60% there against both Moore and Perdue.

“The big issue in the Governor’s race right now is whether McCrory will get in or not,” said Debnam. “It certainly looks like he would be a strong contender.”

PPP surveyed 457 likely general election voters on December 12th. The survey has a margin of error of  $\pm 4.5\%$ . 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 issue priorities, and crosstabs breaking down the results by gender, race, age and region.

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.

###





## North Carolina Survey Results

**Q1** If the election for Governor was between Republican Bill Graham and Democrat Richard Moore, who would you vote for? If Bill Graham, press 1. If Richard Moore, press 2. If you're undecided, press 3.

*Graham*.....37% *Undecided*.....28%

*Moore*.....35%

**Q2** If the election for Governor was between Republican Bill Graham and Democrat Beverly Perdue, who would you vote for? If Bill Graham, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

*Graham*.....38% *Undecided*.....19%

*Perdue*.....42%

**Q3** If the election for Governor was between Republican Pat McCrory and Democrat Richard Moore, who would you vote for? If Pat McCrory, press 1. If Richard Moore, press 2. If you're undecided, press 3.

*McCrory*.....38% *Undecided*.....26%

*Moore*.....36%

**Q4** If the election for Governor was between Republican Pat McCrory and Democrat Beverly Perdue, who would you vote for? If Pat McCrory, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

*McCrory*.....39% *Undecided*.....20%

*Perdue*.....41%

**Q5** If the election for Governor was between Democrat Richard Moore and Republican Bob Orr, who would you vote for? If Richard Moore, press 1. If Bob Orr, press 2. If you're undecided, press 3.

*Moore*.....40% *Undecided*.....30%

*Orr*.....30%

**Q6** If the election for Governor was between Democrat Richard Moore and Republican Fred Smith, who would you vote for? If Richard Moore, press 1. If Fred Smith, press 2. If you're undecided, press 3.

*Moore*.....40% *Undecided*.....28%

*Smith*.....32%

**Q7** If the election for Governor was between Republican Bob Orr and Democrat Beverly Perdue, who would you vote for? If Bob Orr, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

*Orr*.....36% *Undecided*.....22%

*Perdue*.....42%

**Q8** If the election for Governor was between Democrat Beverly Perdue and Republican Fred Smith, who would you vote for? If Beverly Perdue, press 1. If Fred Smith, press 2. If you're undecided, press 3.

*Perdue*.....43% *Undecided*.....23%

*Smith*.....34%





**Q9** 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.

<i>War in Iraq</i> .....	30%
<i>Education</i> .....	7%
<i>Economy and Jobs</i> .....	28%
<i>Taxes</i> .....	5%
<i>Moral and family values</i> .....	11%
<i>Health care</i> .....	8%
<i>Immigration</i> .....	11%
<i>Other</i> .....	1%

**Q10** If you are a woman, press 1, if a man, press 2.

<i>Woman</i> .....	55%
<i>Man</i> .....	45%

**Q11** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

<i>Democrat</i> .....	47%
<i>Republican</i> .....	39%
<i>Other</i> .....	15%

**Q12** If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i> .....	76%
<i>African-American</i> .....	18%
<i>Other</i> .....	6%

**Q13** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i> .....	7%
<i>30 to 45</i> .....	17%
<i>46 to 65</i> .....	52%
<i>Older than 65</i> .....	24%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Graham/Moore</b>									
<b>Graham</b>	37%	31%	28%	22%	74%	57%	29%	67%	67%
<b>Moore</b>	35%	47%	49%	42%	11%	10%	36%	10%	33%
<b>Undecided</b>	28%	22%	22%	36%	15%	33%	36%	23%	-

	Base	Issues								
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other	
<b>Graham/Perdue</b>										
<b>Graham</b>	38%	31%	22%	23%	80%	66%	27%	70%	25%	
<b>Perdue</b>	42%	54%	61%	54%	-	8%	44%	20%	25%	
<b>Undecided</b>	19%	15%	17%	22%	20%	26%	29%	10%	50%	

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>McCrorry/Moore</b>									
<b>McCrorry</b>	38%	28%	28%	28%	76%	57%	29%	65%	25%
<b>Moore</b>	36%	51%	67%	35%	4%	10%	42%	17%	50%
<b>Undecided</b>	26%	21%	6%	37%	20%	33%	29%	18%	25%

	Base	Issues								
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other	
<b>McCrorry/Perdue</b>										
<b>McCrorry</b>	39%	33%	22%	25%	92%	61%	24%	72%	25%	
<b>Perdue</b>	41%	52%	64%	51%	-	8%	44%	20%	50%	
<b>Undecided</b>	20%	16%	14%	24%	8%	31%	31%	8%	25%	

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Moore/Orr</b>									
<b>Moore</b>	40%	60%	56%	36%	19%	13%	47%	20%	50%
<b>Orr</b>	30%	20%	25%	20%	66%	52%	16%	62%	25%
<b>Undecided</b>	30%	21%	19%	44%	15%	34%	38%	18%	25%

	Base	Issues								
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other	
<b>Moore/Smith</b>										
<b>Moore</b>	40%	60%	47%	43%	8%	8%	42%	18%	50%	
<b>Smith</b>	32%	24%	28%	13%	61%	64%	18%	67%	25%	
<b>Undecided</b>	28%	16%	25%	44%	31%	28%	40%	15%	25%	

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Orr/Perdue</b>									
<b>Orr</b>	36%	28%	17%	16%	89%	62%	24%	77%	25%
<b>Perdue</b>	42%	55%	67%	56%	-	7%	40%	15%	50%
<b>Undecided</b>	22%	17%	17%	29%	11%	31%	36%	8%	25%

	Base	Issues								
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other	
<b>Perdue/Smith</b>										
<b>Perdue</b>	43%	60%	64%	52%	4%	7%	44%	13%	50%	
<b>Smith</b>	34%	23%	22%	18%	69%	67%	20%	75%	25%	
<b>Undecided</b>	23%	17%	14%	30%	27%	26%	36%	12%	25%	





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Graham/Moore</b>			
Graham	37%	37%	38%
Moore	35%	35%	35%
Undecided	28%	29%	27%

	Base	Gender	
		Woman	Man
<b>Graham/Perdue</b>			
Graham	38%	37%	40%
Perdue	42%	43%	41%
Undecided	19%	20%	18%

	Base	Gender	
		Woman	Man
<b>McCrary/Moore</b>			
McCrary	38%	34%	43%
Moore	36%	38%	34%
Undecided	26%	28%	23%

	Base	Gender	
		Woman	Man
<b>McCrary/Perdue</b>			
McCrary	39%	34%	46%
Perdue	41%	45%	36%
Undecided	20%	21%	18%

	Base	Gender	
		Woman	Man
<b>Moore/Orr</b>			
Moore	40%	41%	39%
Orr	30%	25%	37%
Undecided	30%	34%	24%

	Base	Gender	
		Woman	Man
<b>Moore/Smith</b>			
Moore	40%	42%	38%
Smith	32%	28%	36%
Undecided	28%	30%	26%

	Base	Gender	
		Woman	Man
<b>Orr/Perdue</b>			
Orr	36%	32%	41%
Perdue	42%	44%	39%
Undecided	22%	24%	20%

	Base	Gender	
		Woman	Man
<b>Perdue/Smith</b>			
Perdue	43%	46%	40%
Smith	34%	31%	38%
Undecided	23%	23%	22%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Other
<b>Graham/Moore</b>				
Graham	37%	17%	63%	34%
Moore	35%	56%	11%	29%
Undecided	28%	27%	26%	37%

	Base	Party		
		Democrat	Republican	Other
<b>Graham/Perdue</b>				
Graham	38%	12%	70%	41%
Perdue	42%	72%	10%	34%
Undecided	19%	17%	21%	25%

	Base	Party		
		Democrat	Republican	Other
<b>McCrorry/Moore</b>				
McCrorry	38%	18%	61%	37%
Moore	36%	57%	13%	34%
Undecided	26%	25%	26%	29%

	Base	Party		
		Democrat	Republican	Other
<b>McCrorry/Perdue</b>				
McCrorry	39%	16%	67%	43%
Perdue	41%	68%	14%	28%
Undecided	20%	17%	20%	29%

	Base	Party		
		Democrat	Republican	Other
<b>Moore/Orr</b>				
Moore	40%	63%	16%	33%
Orr	30%	7%	58%	30%
Undecided	30%	30%	26%	38%

	Base	Party		
		Democrat	Republican	Other
<b>Moore/Smith</b>				
Moore	40%	65%	13%	31%
Smith	32%	6%	62%	34%
Undecided	28%	29%	25%	34%

	Base	Party		
		Democrat	Republican	Other
<b>Orr/Perdue</b>				
Orr	36%	10%	67%	36%
Perdue	42%	72%	11%	30%
Undecided	22%	18%	22%	34%

	Base	Party		
		Democrat	Republican	Other
<b>Perdue/Smith</b>				
Perdue	43%	74%	11%	30%
Smith	34%	7%	67%	33%
Undecided	23%	19%	22%	37%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Graham/Moore</b>				
Graham	37%	39%	30%	40%
Moore	35%	34%	43%	20%
Undecided	28%	27%	27%	40%

	Base	Race		
		White	African-American	Other
<b>Graham/Perdue</b>				
Graham	38%	45%	17%	20%
Perdue	42%	36%	70%	40%
Undecided	19%	19%	13%	40%

	Base	Race		
		White	African-American	Other
<b>McCrory/Moore</b>				
McCrory	38%	42%	27%	20%
Moore	36%	34%	47%	30%
Undecided	26%	24%	27%	50%

	Base	Race		
		White	African-American	Other
<b>McCrory/Perdue</b>				
McCrory	39%	46%	17%	30%
Perdue	41%	34%	73%	30%
Undecided	20%	20%	10%	40%

	Base	Race		
		White	African-American	Other
<b>Moore/Orr</b>				
Moore	40%	39%	53%	20%
Orr	30%	34%	13%	40%
Undecided	30%	28%	33%	40%

	Base	Race		
		White	African-American	Other
<b>Moore/Smith</b>				
Moore	40%	37%	57%	20%
Smith	32%	36%	13%	30%
Undecided	28%	26%	30%	50%

	Base	Race		
		White	African-American	Other
<b>Orr/Perdue</b>				
Orr	36%	42%	13%	30%
Perdue	42%	36%	70%	40%
Undecided	22%	23%	17%	30%

	Base	Race		
		White	African-American	Other
<b>Perdue/Smith</b>				
Perdue	43%	37%	70%	40%
Smith	34%	40%	13%	20%
Undecided	23%	23%	17%	40%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Graham/Moore</b>					
<b>Graham</b>	37%	50%	41%	37%	31%
<b>Moore</b>	35%	32%	28%	35%	39%
<b>Undecided</b>	28%	17%	31%	28%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Graham/Perdue</b>					
<b>Graham</b>	38%	34%	40%	39%	36%
<b>Perdue</b>	42%	52%	35%	43%	43%
<b>Undecided</b>	19%	14%	26%	18%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCrorry/Moore</b>					
<b>McCrorry</b>	38%	28%	36%	38%	40%
<b>Moore</b>	36%	55%	32%	36%	35%
<b>Undecided</b>	26%	17%	32%	26%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCrorry/Perdue</b>					
<b>McCrorry</b>	39%	28%	35%	42%	39%
<b>Perdue</b>	41%	58%	38%	41%	37%
<b>Undecided</b>	20%	14%	27%	16%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Moore/Orr</b>					
<b>Moore</b>	40%	57%	29%	42%	40%
<b>Orr</b>	30%	23%	33%	30%	30%
<b>Undecided</b>	30%	20%	38%	28%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Moore/Smith</b>					
<b>Moore</b>	40%	61%	35%	39%	40%
<b>Smith</b>	32%	17%	33%	33%	32%
<b>Undecided</b>	28%	22%	32%	28%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Orr/Perdue</b>					
<b>Orr</b>	36%	20%	33%	39%	35%
<b>Perdue</b>	42%	64%	36%	41%	43%
<b>Undecided</b>	22%	17%	31%	20%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue/Smith</b>					
<b>Perdue</b>	43%	69%	35%	43%	42%
<b>Smith</b>	34%	17%	34%	36%	36%
<b>Undecided</b>	23%	14%	31%	21%	23%







**Crosstabs**

		Area Code						
		Base	252	336	704	828	910	919
<b>Graham/Moore</b>								
	<b>Graham</b>	37%	38%	33%	36%	46%	40%	34%
	<b>Moore</b>	35%	34%	33%	28%	26%	33%	49%
	<b>Undecided</b>	28%	27%	35%	36%	28%	27%	17%

		Area Code						
		Base	252	336	704	828	910	919
<b>Graham/Perdue</b>								
	<b>Graham</b>	38%	24%	41%	43%	41%	44%	36%
	<b>Perdue</b>	42%	55%	44%	32%	40%	34%	48%
	<b>Undecided</b>	19%	21%	16%	25%	19%	22%	16%

		Area Code						
		Base	252	336	704	828	910	919
<b>McCrorry/Moore</b>								
	<b>McCrorry</b>	38%	27%	37%	62%	42%	36%	22%
	<b>Moore</b>	36%	43%	34%	16%	33%	31%	57%
	<b>Undecided</b>	26%	30%	29%	22%	25%	33%	20%

		Area Code						
		Base	252	336	704	828	910	919
<b>McCrorry/Perdue</b>								
	<b>McCrorry</b>	39%	21%	34%	61%	46%	43%	31%
	<b>Perdue</b>	41%	55%	51%	20%	35%	38%	47%
	<b>Undecided</b>	20%	24%	15%	19%	19%	19%	22%

		Area Code						
		Base	252	336	704	828	910	919
<b>Moore/Orr</b>								
	<b>Moore</b>	40%	44%	44%	27%	38%	34%	52%
	<b>Orr</b>	30%	27%	32%	31%	30%	39%	26%
	<b>Undecided</b>	30%	29%	25%	42%	33%	27%	22%

		Area Code						
		Base	252	336	704	828	910	919
<b>Moore/Smith</b>								
	<b>Moore</b>	40%	42%	45%	27%	34%	34%	53%
	<b>Smith</b>	32%	26%	35%	31%	35%	36%	29%
	<b>Undecided</b>	28%	32%	21%	42%	31%	30%	18%

		Area Code						
		Base	252	336	704	828	910	919
<b>Orr/Perdue</b>								
	<b>Orr</b>	36%	24%	42%	37%	39%	41%	31%
	<b>Perdue</b>	42%	53%	45%	31%	35%	40%	49%
	<b>Undecided</b>	22%	23%	13%	32%	25%	19%	20%

		Area Code						
		Base	252	336	704	828	910	919
<b>Perdue/Smith</b>								
	<b>Perdue</b>	43%	50%	50%	28%	40%	38%	51%
	<b>Smith</b>	34%	24%	37%	41%	33%	38%	30%
	<b>Undecided</b>	23%	26%	13%	31%	27%	23%	19%

