

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

McCrory tops Etheridge, Dalton by ten to eleven points

Raleigh, N.C. – Since PPP last polled the North Carolina gubernatorial contest a little over a month ago, voters have moved a little toward the GOP in their generic preferences, but both Bob Etheridge and Walter Dalton, the two frontrunners for the Democratic nomination, have made up ground head-to-head with presumed Republican nominee Pat McCrory. Still, McCrory remains the favorite, with double-digit leads over any Democrat.

In the January survey, North Carolinians preferred a Democrat to be the next governor by a 46-45 margin over an unnamed Republican, but that is now 46-42 in the GOP's favor. Despite that five-point switch, Etheridge and Dalton have each made up four or five points of ground on McCrory. They trailed by identical 50-35 margins previously, but McCrory now leads Etheridge only 46-36 and Dalton 46-35.

The problem for the Democrats is that McCrory continues to get a very healthy proportion of crossover support—17% versus Etheridge and 18% against Dalton. He also wins by 23 or 25 points with the roughly fifth of voters who identify with neither major party. That compares to 14% of Democrats preferring a Republican generally and an 18-point preference for the GOP among independents. The good news for the Democrats is about twice as many of their voters are undecided as Republicans, and Democrats make up roughly 45% of the electorate.

Dalton and Etheridge remain far less known statewide than the 2008 GOP nominee for this office. 64% have an opinion about McCrory personally, but only 40% of former Congressman Etheridge and 32% of Dalton, despite his serving statewide currently as Lieutenant Governor.

“Pat McCrory remains the favorite in the Governor’s race, but Walter Dalton and Bob Etheridge have gained a little ground with the official launch of their campaigns,” said Dean Debnam, President of Public Policy Polling.

PPP surveyed 804 North Carolina voters from March 8th to 11th. The margin of error for the survey is +/-3.5%. 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 In general, would you like the next Governor of North Carolina to be a Democrat or a Republican?

Democrat 42%
Republican 46%
Not sure 13%

Q2 Do you have a favorable or unfavorable opinion of Bruce Blackmon?

Favorable 3%
Unfavorable 10%
Not sure 87%

Q3 Do you have a favorable or unfavorable opinion of Walter Dalton?

Favorable 17%
Unfavorable 15%
Not sure 68%

Q4 Do you have a favorable or unfavorable opinion of Bob Etheridge?

Favorable 17%
Unfavorable 23%
Not sure 60%

Q5 Do you have a favorable or unfavorable opinion of Gardenia Henley?

Favorable 3%
Unfavorable 13%
Not sure 84%

Q6 Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable 39%
Unfavorable 25%
Not sure 36%

Q7 If the candidates for Governor were Democrat Bruce Blackmon and Republican Pat McCrory, who would you vote for?

Bruce Blackmon 33%
Pat McCrory 48%
Undecided 18%

Q8 If the candidates for Governor were Democrat Walter Dalton and Republican Pat McCrory, who would you vote for?

Walter Dalton 35%
Pat McCrory 46%
Undecided 19%

Q9 If the candidates for Governor were Democrat Bob Etheridge and Republican Pat McCrory, who would you vote for?

Bob Etheridge 36%
Pat McCrory 46%
Undecided 18%

Q10 If the candidates for Governor were Democrat Gardenia Henley and Republican Pat McCrory, who would you vote for?

Gardenia Henley 29%
Pat McCrory 49%
Undecided 22%

Q11 Do you think the candidates for Governor should release their tax returns, or not?

They should 71%
They should not 15%
Not sure 14%





Q12 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	12%
<i>Somewhat liberal</i>	15%
<i>Moderate</i>	29%
<i>Somewhat conservative</i>	25%
<i>Very conservative</i>	20%

Q13 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q14 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	45%
<i>Republican</i>	34%
<i>Independent/Other</i>	21%

Q15 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	75%
<i>African-American</i>	21%
<i>Other</i>	4%

Q16 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.

<i>18 to 29</i>	12%
<i>30 to 45</i>	30%
<i>46 to 65</i>	38%
<i>Older than 65</i>	20%

Q17

252.....	9%
336.....	19%
704.....	22%
828.....	14%
910.....	15%
919.....	20%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Generic Gov Ballot						
Democrat	42%	80%	75%	53%	15%	11%
Republican	46%	11%	13%	27%	73%	83%
Not sure	13%	10%	13%	19%	12%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Blackmon Favorability						
Favorable	3%	8%	5%	4%	2%	0%
Unfavorable	10%	14%	11%	11%	6%	11%
Not sure	87%	79%	85%	85%	92%	89%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Dalton Favorability						
Favorable	17%	28%	25%	24%	8%	6%
Unfavorable	15%	11%	14%	15%	15%	17%
Not sure	68%	61%	61%	62%	77%	77%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Etheridge Favorability						
Favorable	17%	28%	34%	19%	11%	5%
Unfavorable	23%	12%	9%	25%	26%	31%
Not sure	60%	60%	57%	56%	63%	64%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Henley Favorability						
Favorable	3%	4%	6%	5%	1%	1%
Unfavorable	13%	18%	9%	12%	9%	18%
Not sure	84%	78%	85%	83%	89%	81%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrorry Favorability						
Favorable	39%	16%	20%	29%	55%	60%
Unfavorable	25%	42%	42%	33%	13%	8%
Not sure	36%	42%	38%	37%	32%	32%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Blackmon/McCrory						
Bruce Blackmon	33%	78%	50%	42%	11%	10%
Pat McCrory	48%	9%	15%	33%	79%	80%
Undecided	18%	12%	36%	25%	10%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Dalton/McCrory						
Walter Dalton	35%	73%	57%	43%	14%	12%
Pat McCrory	46%	12%	12%	29%	76%	78%
Undecided	19%	15%	31%	28%	9%	10%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Etheridge/McCrory						
Bob Etheridge	36%	73%	64%	43%	13%	10%
Pat McCrory	46%	11%	11%	30%	76%	80%
Undecided	18%	16%	25%	27%	11%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Henley/McCrory						
Gardenia Henley	29%	70%	46%	35%	9%	9%
Pat McCrory	49%	12%	18%	33%	79%	81%
Undecided	22%	18%	36%	32%	12%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Should Gov Candidates Release Taxes?						
They should	71%	85%	72%	73%	62%	70%
They should not	15%	6%	13%	15%	19%	16%
Not sure	14%	8%	15%	12%	19%	14%

	Base	Gender	
		Woman	Man
Generic Gov Ballot			
Democrat	42%	49%	33%
Republican	46%	38%	55%
Not sure	13%	13%	12%





Crosstabs

	Base	Gender	
		Woman	Man
Blackmon Favorability			
Favorable	3%	3%	4%
Unfavorable	10%	10%	11%
Not sure	87%	87%	86%

	Base	Gender	
		Woman	Man
Dalton Favorability			
Favorable	17%	17%	17%
Unfavorable	15%	14%	15%
Not sure	68%	69%	68%

	Base	Gender	
		Woman	Man
Etheridge Favorability			
Favorable	17%	18%	16%
Unfavorable	23%	15%	31%
Not sure	60%	66%	53%

	Base	Gender	
		Woman	Man
Henley Favorability			
Favorable	3%	3%	4%
Unfavorable	13%	11%	14%
Not sure	84%	86%	82%





Crosstabs

	Base	Gender	
		Woman	Man
McCrorry Favorability			
Favorable	39%	31%	48%
Unfavorable	25%	27%	23%
Not sure	36%	41%	29%

	Base	Gender	
		Woman	Man
Blackmon/McCrorry			
Bruce Blackmon	33%	38%	28%
Pat McCrorry	48%	39%	60%
Undecided	18%	24%	12%

	Base	Gender	
		Woman	Man
Dalton/McCrorry			
Walter Dalton	35%	40%	29%
Pat McCrorry	46%	36%	57%
Undecided	19%	23%	14%

	Base	Gender	
		Woman	Man
Etheridge/McCrorry			
Bob Etheridge	36%	39%	31%
Pat McCrorry	46%	37%	56%
Undecided	18%	23%	12%





Crosstabs

	Base	Gender	
		Woman	Man
Henley/McCrory			
Gardenia Henley	29%	33%	25%
Pat McCrory	49%	40%	60%
Undecided	22%	27%	15%

	Base	Gender	
		Woman	Man
Should Gov Candidates Release Taxes?			
They should	71%	71%	71%
They should not	15%	13%	18%
Not sure	14%	16%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Gov Ballot				
Democrat	42%	75%	4%	30%
Republican	46%	14%	87%	48%
Not sure	13%	11%	8%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Black on Favorability				
Favorable	3%	5%	2%	1%
Unfavorable	10%	13%	8%	7%
Not sure	87%	82%	90%	92%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Dalton Favorability				
Favorable	17%	28%	8%	8%
Unfavorable	15%	15%	17%	11%
Not sure	68%	58%	75%	81%

	Base	Party		
		Democrat	Republican	Independent/Other
Etheridge Favorability				
Favorable	17%	26%	7%	14%
Unfavorable	23%	19%	31%	18%
Not sure	60%	55%	62%	68%

	Base	Party		
		Democrat	Republican	Independent/Other
Henley Favorability				
Favorable	3%	5%	2%	2%
Unfavorable	13%	14%	14%	8%
Not sure	84%	81%	84%	89%

	Base	Party		
		Democrat	Republican	Independent/Other
McCroy Favorability				
Favorable	39%	20%	63%	41%
Unfavorable	25%	41%	6%	23%
Not sure	36%	39%	31%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Blackmon/McCrory				
Bruce Blackmon	33%	59%	6%	20%
Pat McCrory	48%	19%	85%	52%
Undecided	18%	21%	9%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Dalton/McCrory				
Walter Dalton	35%	62%	7%	23%
Pat McCrory	46%	18%	82%	48%
Undecided	19%	20%	11%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Etheridge/McCrory				
Bob Etheridge	36%	62%	6%	26%
Pat McCrory	46%	17%	84%	49%
Undecided	18%	21%	11%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Henley/McCrory				
Gardenia Henley	29%	53%	4%	18%
Pat McCrory	49%	19%	87%	54%
Undecided	22%	28%	8%	29%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Should Gov Candidates Release Taxes?				
They should	71%	74%	64%	75%
They should not	15%	11%	21%	13%
Not sure	14%	15%	15%	11%

	Base	Race		
		White	African-American	Other
Generic Gov Ballot				
Democrat	42%	31%	78%	50%
Republican	46%	56%	11%	31%
Not sure	13%	13%	11%	18%

	Base	Race		
		White	African-American	Other
Blackmon Favorability				
Favorable	3%	3%	4%	5%
Unfavorable	10%	10%	13%	8%
Not sure	87%	88%	83%	86%

	Base	Race		
		White	African-American	Other
Dalton Favorability				
Favorable	17%	16%	19%	17%
Unfavorable	15%	14%	16%	19%
Not sure	68%	70%	65%	64%





Crosstabs

	Base	Race		
		White	African-American	Other
Etheridge Favorability				
Favorable	17%	16%	23%	8%
Unfavorable	23%	24%	18%	15%
Not sure	60%	59%	59%	77%

	Base	Race		
		White	African-American	Other
Henley Favorability				
Favorable	3%	3%	6%	-
Unfavorable	13%	13%	13%	12%
Not sure	84%	85%	81%	88%

	Base	Race		
		White	African-American	Other
McCrory Favorability				
Favorable	39%	46%	20%	17%
Unfavorable	25%	21%	39%	31%
Not sure	36%	33%	41%	53%

	Base	Race		
		White	African-American	Other
Blackmon/McCrory				
Bruce Blackmon	33%	24%	65%	41%
Pat McCrory	48%	58%	17%	29%
Undecided	18%	18%	17%	30%





Crosstabs

	Base	Race		
		White	African-American	Other
Dalton/McCrory				
Walter Dalton	35%	27%	65%	33%
Pat McCrory	46%	56%	14%	31%
Undecided	19%	17%	21%	36%

	Base	Race		
		White	African-American	Other
Etheridge/McCrory				
Bob Etheridge	36%	27%	66%	43%
Pat McCrory	46%	56%	15%	29%
Undecided	18%	17%	19%	28%

	Base	Race		
		White	African-American	Other
Henley/McCrory				
Gardenia Henley	29%	19%	61%	46%
Pat McCrory	49%	60%	14%	26%
Undecided	22%	21%	25%	28%

	Base	Race		
		White	African-American	Other
Should Gov Candidates Release Taxes?				
They should	71%	70%	74%	71%
They should not	15%	16%	10%	17%
Not sure	14%	13%	16%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Gov Ballot					
Democrat	42%	48%	40%	40%	43%
Republican	46%	33%	44%	50%	49%
Not sure	13%	20%	16%	10%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Black on Favorability					
Favorable	3%	7%	3%	3%	3%
Unfavorable	10%	7%	8%	9%	18%
Not sure	87%	87%	89%	88%	80%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dalton Favorability					
Favorable	17%	24%	15%	15%	19%
Unfavorable	15%	11%	13%	15%	19%
Not sure	68%	65%	72%	70%	63%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Etheridge Favorability					
Favorable	17%	17%	11%	21%	20%
Unfavorable	23%	15%	24%	21%	27%
Not sure	60%	67%	64%	58%	53%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Henley Favorability					
Favorable	3%	4%	4%	3%	4%
Unfavorable	13%	11%	8%	13%	21%
Not sure	84%	85%	88%	85%	76%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrorry Favorability					
Favorable	39%	35%	34%	41%	45%
Unfavorable	25%	20%	23%	28%	26%
Not sure	36%	46%	43%	30%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Blackmon/McCrorry					
Bruce Blackmon	33%	39%	36%	30%	31%
Pat McCrorry	48%	37%	46%	50%	55%
Undecided	18%	24%	18%	20%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dalton/McCrorry					
Walter Dalton	35%	39%	38%	31%	37%
Pat McCrorry	46%	35%	44%	48%	51%
Undecided	19%	26%	18%	21%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Etheridge/McCrory					
Bob Etheridge	36%	35%	38%	35%	35%
Pat McCrory	46%	37%	41%	50%	51%
Undecided	18%	28%	21%	15%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Henley/McCrory					
Gardenia Henley	29%	35%	34%	26%	25%
Pat McCrory	49%	39%	47%	52%	53%
Undecided	22%	26%	19%	22%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Gov Candidates Release Taxes?					
They should	71%	70%	73%	71%	70%
They should not	15%	22%	14%	15%	13%
Not sure	14%	9%	14%	14%	17%

	Base	Area Code					
		252	336	704	828	910	919
Generic Gov Ballot							
Democrat	42%	36%	41%	40%	37%	39%	52%
Republican	46%	43%	50%	47%	47%	51%	38%
Not sure	13%	21%	9%	13%	17%	10%	10%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Blackmon Favorability							
Favorable	3%	3%	4%	0%	5%	7%	1%
Unfavorable	10%	13%	9%	11%	10%	14%	6%
Not sure	87%	84%	86%	88%	85%	79%	93%

	Base	Area Code					
		252	336	704	828	910	919
Dalton Favorability							
Favorable	17%	25%	14%	14%	17%	22%	16%
Unfavorable	15%	10%	13%	17%	12%	14%	17%
Not sure	68%	66%	73%	69%	71%	63%	67%

	Base	Area Code					
		252	336	704	828	910	919
Etheridge Favorability							
Favorable	17%	24%	12%	8%	14%	24%	27%
Unfavorable	23%	23%	20%	13%	15%	24%	39%
Not sure	60%	53%	67%	79%	71%	52%	34%

	Base	Area Code					
		252	336	704	828	910	919
Henley Favorability							
Favorable	3%	9%	4%	1%	3%	5%	2%
Unfavorable	13%	8%	12%	12%	16%	17%	11%
Not sure	84%	82%	83%	87%	82%	78%	87%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
McCrory Favorability							
Favorable	39%	33%	39%	50%	36%	33%	36%
Unfavorable	25%	23%	29%	31%	18%	22%	25%
Not sure	36%	44%	32%	20%	46%	45%	39%

	Base	Area Code					
		252	336	704	828	910	919
Blackmon/McCrory							
Bruce Blackmon	33%	31%	36%	31%	32%	32%	35%
Pat McCrory	48%	43%	51%	58%	45%	47%	40%
Undecided	18%	26%	13%	11%	22%	21%	25%

	Base	Area Code					
		252	336	704	828	910	919
Dalton/McCrory							
Walter Dalton	35%	37%	34%	35%	31%	34%	39%
Pat McCrory	46%	38%	50%	53%	45%	46%	39%
Undecided	19%	25%	16%	12%	23%	20%	21%

	Base	Area Code					
		252	336	704	828	910	919
Etheridge/McCrory							
Bob Etheridge	36%	41%	33%	32%	27%	37%	46%
Pat McCrory	46%	34%	52%	55%	46%	46%	37%
Undecided	18%	26%	16%	14%	26%	17%	17%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Henley/McCrory							
Gardenia Henley	29%	28%	30%	27%	32%	26%	32%
Pat McCrory	49%	46%	52%	56%	46%	54%	40%
Undecided	22%	26%	18%	17%	23%	20%	29%

	Base	Area Code					
		252	336	704	828	910	919
Should Gov Candidates Release Taxes?							
They should	71%	65%	72%	73%	71%	68%	73%
They should not	15%	17%	18%	16%	12%	15%	12%
Not sure	14%	18%	9%	12%	17%	17%	14%

