



FOR IMMEDIATE RELEASE

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## **Etheridge Keeps Small Lead Among Democratic Primary Voters**

**Raleigh, N.C.** – Bob Etheridge continues to hold a small lead over Walter Dalton among North Carolina Democratic primary voters, a new poll from Public Policy Polling finds. Etheridge takes 26% of the vote compared to 15% for Walter Dalton, 5% for Bruce Blackmon, 4% for Gary Dunn, 3% for Bill Faison, and 2% for Gardenia Henley. The proportion of undecided primary voters has actually increased during March, to 45% in this new poll compared to 41% when PPP polled the state earlier in the month.

Etheridge leads Dalton in the Triangle and eastern parts of the state, while Dalton leads in the Triad and further west. Etheridge tops Dalton 47-5 in the 919 area code, 39-15 in the 252 area code, and 34-13 in the 910 area code. Meanwhile Dalton leads Etheridge 21-10 in the 336 area code, 22-2 in the 704 area code, and 23-8 in the 828 area code.

The biggest reason for Etheridge's early advantage may be name recognition. 50% of likely primary voters are familiar with him compared to only 35% for Dalton. Nothing the candidates have been doing so far is increasing the percentage of voters with an opinion about them.

“Bob Etheridge has a small early lead over Walter Dalton thanks mostly to his superior name recognition,” said Dean Debnam, President of Public Policy Polling. “But the most important number in this poll is the 45% of voters who are undecided. People aren't really tuned in yet and just about anything could happen over the next six weeks.”

In the primary for Lieutenant Governor, Linda Coleman leads Eric Mansfield 26-14 with 59% undecided. For Agriculture Commissioner, Scott Bryant leads Walter Smith 17-12 with 71% undecided.

For Labor Commissioner, Ty Richardson tops the field with 22%, John Brooks takes 18% and Marlowe Foster 8%. And for State Treasurer, Janet Cowell leads with 34%, Ron Elmer gets 12% and 55% of voters are undecided.

PPP surveyed 505 likely Democratic primary voters on from March 23<sup>rd</sup> to 25<sup>th</sup>. The margin of error is +/-4.36%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.





## North Carolina Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Walter Dalton?

*Favorable*..... 19%  
*Unfavorable* ..... 17%  
*Not sure* ..... 65%

**Q2** Do you have a favorable or unfavorable opinion of Bob Etheridge?

*Favorable*..... 31%  
*Unfavorable* ..... 19%  
*Not sure* ..... 50%

**Q3** The Democratic candidates for Governor are Bruce Blackmon, Walter Dalton, Gary Dunn, Bob Etheridge, Bill Faison, and Gardenia Henley. If the election was today, who would you vote for?

*Bruce Blackmon*..... 5%  
*Walter Dalton* ..... 15%  
*Gary Dunn* ..... 4%  
*Bob Etheridge* ..... 26%  
*Bill Faison* ..... 3%  
*Gardenia Henley*..... 2%  
*Undecided*..... 45%

**Q4** The Democratic candidates for Lieutenant Governor are Linda Coleman and Eric Mansfield. If the election was today, who would you vote for?

*Linda Coleman*..... 26%  
*Eric Mansfield* ..... 14%  
*Undecided*..... 59%

**Q5** The Democratic candidates for Agriculture Commissioner are Scott Bryant and Walter Smith. If the election was today, who would you vote for?

*Scott Bryant*..... 17%  
*Walter Smith* ..... 12%  
*Undecided*..... 71%

**Q6** The Democratic candidates for Labor Commissioner are John Brooks, Marlowe Foster, and Ty Richardson. If the election was today, who would you vote for?

*John Brooks*..... 18%  
*Marlowe Foster* ..... 8%  
*Ty Richardson*..... 22%  
*Undecided*..... 51%

**Q7** The Democratic candidates for State Treasurer are Janet Cowell and Ron Elmer. If the election was today, who would you vote for?

*Janet Cowell* ..... 34%  
*Ron Elmer*..... 12%  
*Undecided*..... 55%

**Q8** When thinking about choosing a Democratic candidate in the primary election, would you prefer a traditional candidate that represents the past of the Democratic Party -- like Governors Perdue, Easley and Hunt -- or would you prefer a future-minded leader with new ideas?

*A candidate that represents the past* ..... 21%  
*A candidate that looks toward the future*..... 59%  
*Not sure*..... 20%





**Q9** In general, are you happy with the current leadership of the Democratic Party, including the Governor and legislative leaders, or would you prefer a new generation of Democratic Party leadership?

*Happy with current leadership* ..... 34%  
*Would prefer a new generation of leadership* . 45%  
*Not sure* ..... 21%

**Q10** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal* ..... 21%  
*Somewhat liberal* ..... 24%  
*Moderate* ..... 31%  
*Somewhat conservative* ..... 17%  
*Very conservative* ..... 8%

**Q11** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 58%  
*Man* ..... 42%

**Q12** If you are a Democrat, press 1. If an independent, press 2.

*Democrat* ..... 92%  
*Independent* ..... 8%

**Q13** If you are white, press 1. If African-American, press 2. If other, press 3.

*White* ..... 66%  
*African-American* ..... 29%  
*Other* ..... 6%

**Q14** 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* ..... 14%  
*30 to 45* ..... 26%  
*46 to 65* ..... 36%  
*Older than 65* ..... 24%

**Q15**

*252* ..... 12%  
*336* ..... 14%  
*704* ..... 17%  
*828* ..... 14%  
*910* ..... 16%  
*919* ..... 28%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Dalton Favorability</b>						
Favorable	19%	31%	23%	14%	13%	-
Unfavorable	17%	13%	11%	20%	26%	12%
Not sure	65%	55%	66%	66%	61%	88%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Etheridge Favorability</b>						
Favorable	31%	41%	28%	32%	22%	32%
Unfavorable	19%	14%	18%	18%	32%	11%
Not sure	50%	45%	55%	50%	46%	57%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 Dem Gov Primary</b>						
Bruce Blackmon	5%	8%	5%	3%	-	12%
Walter Dalton	15%	13%	17%	12%	23%	10%
Gary Dunn	4%	-	4%	4%	7%	6%
Bob Etheridge	26%	32%	23%	32%	12%	20%
Bill Faison	3%	2%	1%	3%	3%	12%
Gardenia Henley	2%	5%	2%	2%	-	2%
Undecided	45%	40%	48%	43%	56%	37%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 Dem LG Primary</b>						
Linda Coleman	26%	35%	29%	28%	20%	4%
Eric Mansfield	14%	11%	8%	19%	15%	20%
Undecided	59%	54%	63%	53%	65%	76%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 Dem Ag Primary</b>						
<b>Scott Bryant</b>	17%	19%	17%	20%	15%	7%
<b>Walter Smith</b>	12%	10%	7%	15%	13%	22%
<b>Undecided</b>	71%	71%	76%	65%	73%	71%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 Dem Labor Primary</b>						
<b>John Brooks</b>	18%	19%	14%	23%	19%	12%
<b>Marlowe Foster</b>	8%	15%	5%	7%	10%	3%
<b>Ty Richardson</b>	22%	14%	27%	27%	18%	16%
<b>Undecided</b>	51%	52%	55%	43%	53%	68%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>2012 Dem Treasurer Primary</b>						
<b>Janet Cowell</b>	34%	36%	34%	34%	33%	26%
<b>Ron Elmer</b>	12%	11%	4%	15%	18%	12%
<b>Undecided</b>	55%	53%	62%	50%	50%	62%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Prefer a Candidate Who Represents Past or Future?</b>						
<b>A candidate that represents the past</b>	21%	32%	14%	21%	20%	16%
<b>A candidate that looks toward the future</b>	59%	47%	62%	62%	63%	62%
<b>Not sure</b>	20%	21%	24%	17%	17%	22%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Happy w/ Current Party Leadership or Want New Generation?</b>						
Happy with current leadership	34%	54%	36%	32%	20%	13%
Would prefer a new generation of leadership	45%	23%	40%	47%	67%	71%
Not sure	21%	24%	23%	22%	14%	16%

	Base	Gender	
		Woman	Man
<b>Dalton Favorability</b>			
Favorable	19%	18%	20%
Unfavorable	17%	11%	25%
Not sure	65%	72%	55%

	Base	Gender	
		Woman	Man
<b>Etheridge Favorability</b>			
Favorable	31%	31%	32%
Unfavorable	19%	14%	26%
Not sure	50%	56%	42%

	Base	Gender	
		Woman	Man
<b>2012 Dem Gov Primary</b>			
Bruce Blackmon	5%	5%	4%
Walter Dalton	15%	14%	17%
Gary Dunn	4%	5%	2%
Bob Etheridge	26%	23%	29%
Bill Faison	3%	1%	5%
Gardenia Henley	2%	3%	2%
Undecided	45%	49%	40%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>2012 Dem LG Primary</b>			
<b>Linda Coleman</b>	<b>26%</b>	25%	29%
<b>Eric Mansfield</b>	<b>14%</b>	12%	16%
<b>Undecided</b>	<b>59%</b>	63%	55%

	Base	Gender	
		Woman	Man
<b>2012 Dem Ag Primary</b>			
<b>Scott Bryant</b>	<b>17%</b>	19%	15%
<b>Walter Smith</b>	<b>12%</b>	9%	17%
<b>Undecided</b>	<b>71%</b>	73%	68%

	Base	Gender	
		Woman	Man
<b>2012 Dem Labor Primary</b>			
<b>John Brooks</b>	<b>18%</b>	15%	23%
<b>Marlowe Foster</b>	<b>8%</b>	8%	8%
<b>Ty Richardson</b>	<b>22%</b>	21%	24%
<b>Undecided</b>	<b>51%</b>	56%	44%

	Base	Gender	
		Woman	Man
<b>2012 Dem Treasurer Primary</b>			
<b>Janet Cowell</b>	<b>34%</b>	36%	30%
<b>Ron Elmer</b>	<b>12%</b>	6%	20%
<b>Undecided</b>	<b>55%</b>	58%	50%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Prefer a Candidate Who Represents Past or Future?</b>			
A candidate that represents the past	21%	21%	22%
A candidate that looks toward the future	59%	57%	63%
Not sure	20%	23%	16%

	Base	Gender	
		Woman	Man
<b>Happy w/ Current Party Leadership or Want New Generation?</b>			
Happy with current leadership	34%	35%	32%
Would prefer a new generation of leadership	45%	41%	51%
Not sure	21%	23%	17%

	Base	Party	
		Democrat	Independent
<b>Dalton Favorability</b>			
Favorable	19%	19%	9%
Unfavorable	17%	16%	20%
Not sure	65%	64%	71%

	Base	Party	
		Democrat	Independent
<b>Etheridge Favorability</b>			
Favorable	31%	32%	29%
Unfavorable	19%	18%	26%
Not sure	50%	50%	44%







**Crosstabs**

	Base	Party	
		Democrat	Independent
<b>2012 Dem Gov Primary</b>			
Bruce Blackmon	5%	4%	16%
Walter Dalton	15%	15%	11%
Gary Dunn	4%	4%	2%
Bob Etheridge	26%	27%	10%
Bill Faison	3%	3%	5%
Gardenia Henley	2%	2%	-
Undecided	45%	44%	56%

	Base	Party	
		Democrat	Independent
<b>2012 Dem LG Primary</b>			
Linda Coleman	26%	26%	31%
Eric Mansfield	14%	14%	13%
Undecided	59%	60%	56%

	Base	Party	
		Democrat	Independent
<b>2012 Dem Ag Primary</b>			
Scott Bryant	17%	18%	11%
Walter Smith	12%	12%	16%
Undecided	71%	71%	73%

	Base	Party	
		Democrat	Independent
<b>2012 Dem Labor Primary</b>			
John Brooks	18%	18%	23%
Marlowe Foster	8%	8%	10%
Ty Richardson	22%	22%	23%
Undecided	51%	52%	43%





**Crosstabs**

	Base	Party	
		Democrat	Independent
<b>2012 Dem Treasurer Primary</b>			
<b>Janet Cowell</b>	34%	34%	30%
<b>Ron Elmer</b>	12%	12%	15%
<b>Undecided</b>	55%	55%	55%

	Base	Party	
		Democrat	Independent
<b>Prefer a Candidate Who Represents Past or Future ?</b>			
<b>A candidate that represents the past</b>	21%	22%	14%
<b>A candidate that looks toward the future</b>	59%	59%	58%
<b>Not sure</b>	20%	19%	28%

	Base	Party	
		Democrat	Independent
<b>Happy w/ Current Party Leadership or Want New Generation?</b>			
<b>Happy with current leadership</b>	34%	34%	31%
<b>Would prefer a new generation of leadership</b>	45%	45%	53%
<b>Not sure</b>	21%	21%	16%

	Base	Race		
		White	African-American	Other
<b>Dalton Favorability</b>				
<b>Favorable</b>	19%	19%	19%	8%
<b>Unfavorable</b>	17%	15%	18%	33%
<b>Not sure</b>	65%	66%	63%	59%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Etheridge Favorability</b>				
<b>Favorable</b>	31%	30%	33%	43%
<b>Unfavorable</b>	19%	19%	19%	12%
<b>Not sure</b>	50%	51%	48%	44%

	Base	Race		
		White	African-American	Other
<b>2012 Dem Gov Primary</b>				
<b>Bruce Blackmon</b>	5%	4%	7%	3%
<b>Walter Dalton</b>	15%	16%	13%	8%
<b>Gary Dunn</b>	4%	3%	5%	5%
<b>Bob Etheridge</b>	26%	20%	37%	34%
<b>Bill Faison</b>	3%	3%	2%	5%
<b>Gardenia Henley</b>	2%	1%	3%	5%
<b>Undecided</b>	45%	51%	34%	41%

	Base	Race		
		White	African-American	Other
<b>2012 Dem LG Primary</b>				
<b>Linda Coleman</b>	26%	24%	27%	48%
<b>Eric Mansfield</b>	14%	13%	16%	16%
<b>Undecided</b>	59%	63%	57%	36%

	Base	Race		
		White	African-American	Other
<b>2012 Dem Ag Primary</b>				
<b>Scott Bryant</b>	17%	16%	18%	21%
<b>Walter Smith</b>	12%	10%	19%	8%
<b>Undecided</b>	71%	74%	63%	71%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>2012 Dem Labor Primary</b>				
<b>John Brooks</b>	18%	20%	17%	14%
<b>Marlowe Foster</b>	8%	9%	8%	-
<b>Ty Richardson</b>	22%	22%	21%	21%
<b>Undecided</b>	51%	49%	54%	66%

	Base	Race		
		White	African-American	Other
<b>2012 Dem Treasurer Primary</b>				
<b>Janet Cowell</b>	34%	32%	37%	31%
<b>Ron Elmer</b>	12%	13%	7%	19%
<b>Undecided</b>	55%	54%	56%	50%

	Base	Race		
		White	African-American	Other
<b>Prefer a Candidate Who Represents Past or Future?</b>				
<b>A candidate that represents the past</b>	21%	17%	30%	21%
<b>A candidate that looks toward the future</b>	59%	63%	53%	43%
<b>Not sure</b>	20%	20%	17%	37%

	Base	Race		
		White	African-American	Other
<b>Happy w/ Current Party Leadership or Want New Generation?</b>				
<b>Happy with current leadership</b>	34%	32%	41%	19%
<b>Would prefer a new generation of leadership</b>	45%	50%	35%	44%
<b>Not sure</b>	21%	18%	24%	37%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Dalton Favorability</b>					
<b>Favorable</b>	19%	17%	11%	23%	21%
<b>Unfavorable</b>	17%	28%	13%	15%	17%
<b>Not sure</b>	65%	55%	75%	62%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Etheridge Favorability</b>					
<b>Favorable</b>	31%	31%	23%	36%	34%
<b>Unfavorable</b>	19%	31%	13%	18%	18%
<b>Not sure</b>	50%	38%	64%	45%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2012 Dem Gov Primary</b>					
<b>Bruce Blackmon</b>	5%	17%	4%	2%	3%
<b>Walter Dalton</b>	15%	17%	9%	13%	23%
<b>Gary Dunn</b>	4%	3%	6%	3%	3%
<b>Bob Etheridge</b>	26%	17%	21%	31%	28%
<b>Bill Faison</b>	3%	7%	2%	4%	1%
<b>Gardenia Henley</b>	2%	7%	2%	2%	1%
<b>Undecided</b>	45%	31%	57%	45%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2012 Dem LG Primary</b>					
<b>Linda Coleman</b>	26%	41%	9%	36%	23%
<b>Eric Mansfield</b>	14%	28%	13%	11%	11%
<b>Undecided</b>	59%	31%	77%	53%	66%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2012 Dem Ag Primary</b>					
<b>Scott Bryant</b>	17%	45%	11%	14%	13%
<b>Walter Smith</b>	12%	17%	4%	13%	17%
<b>Undecided</b>	71%	38%	85%	73%	70%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2012 Dem Labor Primary</b>					
<b>John Brooks</b>	18%	34%	10%	18%	19%
<b>Marlowe Foster</b>	8%	17%	6%	8%	5%
<b>Ty Richardson</b>	22%	21%	21%	24%	21%
<b>Undecided</b>	51%	28%	63%	50%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2012 Dem Treasurer Primary</b>					
<b>Janet Cowell</b>	34%	54%	17%	39%	33%
<b>Ron Emer</b>	12%	14%	13%	9%	13%
<b>Undecided</b>	55%	32%	70%	52%	54%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Prefer a Candidate Who Represents Past or Future?</b>					
<b>A candidate that represents the past</b>	21%	17%	17%	20%	28%
<b>A candidate that looks toward the future</b>	59%	69%	57%	63%	51%
<b>Not sure</b>	20%	14%	26%	17%	21%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Happy w/ Current Party Leadership or Want New Generation?</b>					
Happy with current leadership	34%	45%	23%	37%	36%
Would prefer a new generation of leadership	45%	41%	43%	48%	45%
Not sure	21%	14%	34%	15%	18%

	Base	Area Code					
		252	336	704	828	910	919
<b>Dalton Favorability</b>							
Favorable	19%	20%	22%	20%	21%	19%	14%
Unfavorable	17%	20%	18%	12%	12%	12%	22%
Not sure	65%	61%	59%	68%	67%	69%	64%

	Base	Area Code					
		252	336	704	828	910	919
<b>Etheridge Favorability</b>							
Favorable	31%	37%	19%	11%	16%	43%	49%
Unfavorable	19%	17%	21%	15%	17%	17%	22%
Not sure	50%	46%	60%	74%	67%	41%	29%

	Base	Area Code					
		252	336	704	828	910	919
<b>2012 Dem Gov Primary</b>							
Bruce Blackmon	5%	5%	9%	5%	-	7%	3%
Walter Dalton	15%	15%	21%	22%	23%	13%	5%
Gary Dunn	4%	4%	3%	4%	2%	9%	2%
Bob Etheridge	26%	39%	10%	2%	8%	34%	47%
Bill Faison	3%	4%	5%	3%	-	7%	2%
Gardenia Henley	2%	-	-	3%	4%	1%	3%
Undecided	45%	33%	51%	61%	63%	30%	38%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>2012 Dem LG Primary</b>							
<b>Linda Coleman</b>	26%	16%	25%	25%	17%	30%	35%
<b>Eric Mansfield</b>	14%	23%	12%	10%	16%	22%	9%
<b>Undecided</b>	59%	60%	63%	66%	67%	48%	56%

	Base	Area Code					
		252	336	704	828	910	919
<b>2012 Dem Ag Primary</b>							
<b>Scott Bryant</b>	17%	19%	18%	18%	15%	21%	14%
<b>Walter Smith</b>	12%	21%	12%	9%	8%	13%	12%
<b>Undecided</b>	71%	59%	69%	73%	77%	67%	74%

	Base	Area Code					
		252	336	704	828	910	919
<b>2012 Dem Labor Primary</b>							
<b>John Brooks</b>	18%	28%	22%	15%	17%	14%	18%
<b>Marlowe Foster</b>	8%	4%	-	7%	6%	9%	15%
<b>Ty Richardson</b>	22%	32%	26%	28%	18%	24%	13%
<b>Undecided</b>	51%	36%	53%	50%	58%	52%	54%

	Base	Area Code					
		252	336	704	828	910	919
<b>2012 Dem Treasurer Primary</b>							
<b>Janet Cowell</b>	34%	38%	36%	25%	17%	35%	43%
<b>Ron Elmer</b>	12%	23%	9%	11%	18%	9%	8%
<b>Undecided</b>	55%	40%	55%	65%	65%	56%	48%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Prefer a Candidate Who Represents Past or Future?</b>							
<b>A candidate that represents the past</b>	21%	20%	23%	15%	23%	21%	23%
<b>A candidate that looks toward the future</b>	59%	68%	56%	60%	61%	63%	54%
<b>Not sure</b>	20%	11%	21%	25%	16%	17%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>Happy w/ Current Party Leadership or Want New Generation?</b>							
<b>Happy with current leadership</b>	34%	28%	32%	38%	44%	30%	33%
<b>Would prefer a new generation of leadership</b>	45%	45%	46%	42%	45%	52%	43%
<b>Not sure</b>	21%	27%	22%	20%	11%	18%	24%

