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McCrory trails Tea Party challenger by 6

Raleigh, N.C. – Pat McCrory is presumed to be a shoo-in for a rematch with Bev Perdue next fall, and no other Republicans have publicly made moves to knock him from his perch. But despite his recent overtures to the Tea Party, his almost twenty years of moderate politics before then make him still somewhat vulnerable to a strong challenge from his right.

McCrory has a floor of 40% in a two-way generic primary, but 46% of North Carolina GOP primary voters say they would prefer a generic “Tea Party conservative.” The ideal right-winger leads by 31 points with the furthest-right voters, and McCrory by 32 with centrists. But those moderates comprise only 14% of the electorate, while those who call themselves “very conservative” are a 43% plurality. Bringing things back McCrory’s way is his 50-37 lead with the 36% who place themselves between the two groups.

Against two still little-known possible conservative opponents, McCrory would clean up at this point. He would lead freshman Rep. Renee Ellmers by a 61-10 margin, and Agriculture Commissioner Steve Troxler by a 51-15 mark. In a race between all three, McCrory would win 52-19-10 over Troxler and Ellmers. In all three variations, even the most conservative voters strongly prefer McCrory, indicating it is all about name recognition.

Indeed, despite her high-profile, surprise win over former 2nd-District Congressman Bob Etheridge last fall, 68% of these dedicated GOP faithful are still unfamiliar with Ellmers, and the same for Troxler, who has served statewide since 2005. The two have identical 19-13 favorability ratings, compared to McCrory’s 51-11.

“Pat McCrory could have a lot of trouble with someone running to his right as the Republican electorate gets more and more conservative,” said Dean Debnam, President of Public Policy Polling. “The question is just whether someone will step up.”

PPP surveyed 400 usual North Carolina Republican primary voters from September 1st to 4th. The margin of error for the survey is +/-4.9%. 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 have a favorable or unfavorable opinion of Renee Ellmers?

Favorable..... 19%
Unfavorable 13%
Not sure 68%

Q2 Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable..... 51%
Unfavorable 11%
Not sure 38%

Q3 Do you have a favorable or unfavorable opinion of Steve Troxler?

Favorable..... 19%
Unfavorable 13%
Not sure 68%

Q4 If the candidates for Governor next year were Renee Ellmers and Pat McCrory, who would you vote for?

Renee Ellmers 10%
Pat McCrory..... 61%
Not sure 29%

Q5 If the candidates for Governor next year were Pat McCrory and Steve Troxler, who would you vote for?

Pat McCrory..... 51%
Steve Troxler..... 15%
Not sure 34%

Q6 If the candidates for Governor next year were Renee Ellmers, Pat McCrory, and Steve Troxler, who would you vote for?

Renee Ellmers 10%
Pat McCrory..... 52%
Steve Troxler..... 19%
Not sure 19%

Q7 Generally speaking, would you like the Republican candidate for Governor next year to be Pat McCrory or a more conservative Tea Party challenger?

Pat McCrory..... 40%
More conservative Tea Party challenger 46%
Not sure 15%

Q8 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal 2%
Somewhat liberal 4%
Moderate..... 14%
Somewhat conservative..... 36%
Very conservative 43%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 49%
Man..... 51%

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..... 8%
30 to 45..... 28%
46 to 65..... 42%
Older than 65..... 22%

Q11

252..... 9%
336..... 22%
704..... 24%
828..... 13%
910..... 13%
919..... 18%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Elmers Favorability						
Favorable	19%	62%	4%	22%	19%	17%
Unfavorable	13%	31%	51%	11%	12%	10%
Not sure	68%	6%	45%	67%	69%	73%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrary Favorability						
Favorable	51%	56%	28%	42%	56%	51%
Unfavorable	11%	31%	52%	19%	5%	8%
Not sure	38%	13%	20%	39%	39%	41%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Troxler Favorability						
Favorable	19%	42%	4%	6%	20%	22%
Unfavorable	13%	51%	55%	21%	8%	7%
Not sure	68%	6%	42%	73%	71%	71%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Elmers/McCrary						
Renee Elmers	10%	36%	22%	10%	9%	9%
Pat McCrary	61%	22%	55%	65%	63%	60%
Not sure	29%	42%	22%	26%	28%	31%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrory/Troxler						
Pat McCrory	51%	-	35%	59%	55%	50%
Steve Troxler	15%	51%	34%	6%	15%	13%
Not sure	34%	49%	31%	35%	30%	37%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Elmers/McCrory/Troxler						
Renee Elmers	10%	42%	22%	9%	8%	8%
Pat McCrory	52%	16%	53%	50%	55%	51%
Steve Troxler	19%	20%	-	17%	20%	22%
Not sure	19%	22%	25%	23%	18%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrory or Con Tea Party Challenger?						
Pat McCrory	40%	27%	36%	57%	50%	27%
More conservative Tea Party challenger	46%	58%	44%	25%	37%	58%
Not sure	15%	16%	21%	18%	13%	15%

	Base	Gender	
		Woman	Man
Elmers Favorability			
Favorable	19%	18%	20%
Unfavorable	13%	7%	19%
Not sure	68%	76%	61%





Crosstabs

	Base	Gender	
		Woman	Man
McCrorry Favorability			
Favorable	51%	46%	55%
Unfavorable	11%	7%	15%
Not sure	38%	47%	29%

	Base	Gender	
		Woman	Man
Troxler Favorability			
Favorable	19%	20%	18%
Unfavorable	13%	8%	17%
Not sure	68%	72%	65%

	Base	Gender	
		Woman	Man
Elmers/McCrorry			
Renee Elmers	10%	10%	10%
Pat McCrorry	61%	55%	66%
Not sure	29%	35%	24%

	Base	Gender	
		Woman	Man
McCrorry/Troxler			
Pat McCrorry	51%	48%	55%
Steve Troxler	15%	12%	17%
Not sure	34%	40%	28%





Crosstabs

	Base	Gender	
		Woman	Man
Elmers/McCrory/Troxler			
Renee Elmers	10%	10%	9%
Pat McCrory	52%	45%	58%
Steve Troxler	19%	21%	17%
Not sure	19%	24%	15%

	Base	Gender	
		Woman	Man
McCrory or Con Tea Party Challenger?			
Pat McCrory	40%	38%	41%
More conservative Tea Party challenger	46%	44%	47%
Not sure	15%	18%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Elmers Favorability					
Favorable	19%	35%	14%	21%	17%
Unfavorable	13%	12%	19%	10%	10%
Not sure	68%	53%	66%	69%	74%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrory Favorability					
Favorable	51%	47%	45%	59%	43%
Unfavorable	11%	12%	21%	6%	8%
Not sure	38%	41%	34%	35%	49%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Troxler Favorability					
Favorable	19%	29%	19%	18%	17%
Unfavorable	13%	12%	18%	11%	8%
Not sure	68%	59%	62%	71%	75%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Elmers/McCrory					
Renee Elmers	10%	6%	12%	11%	8%
Pat McCrory	61%	56%	61%	60%	62%
Not sure	29%	38%	27%	29%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrory/Troxler					
Pat McCrory	51%	47%	44%	57%	52%
Steve Troxler	15%	12%	23%	11%	11%
Not sure	34%	41%	32%	32%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Elmers/McCrory/Troxler					
Renee Elmers	10%	12%	12%	9%	8%
Pat McCrory	52%	35%	48%	57%	52%
Steve Troxler	19%	24%	22%	17%	19%
Not sure	19%	29%	18%	17%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrary or Con Tea Party Challenger?					
Pat McCrary	40%	47%	36%	38%	44%
More conservative Tea Party challenger	46%	41%	45%	48%	42%
Not sure	15%	12%	18%	14%	14%

	Base	Area Code					
		252	336	704	828	910	919
Elmers Favorability							
Favorable	19%	16%	9%	13%	4%	29%	45%
Unfavorable	13%	11%	13%	11%	9%	6%	23%
Not sure	68%	73%	78%	76%	87%	65%	32%

	Base	Area Code					
		252	336	704	828	910	919
McCrary Favorability							
Favorable	51%	37%	46%	74%	38%	31%	57%
Unfavorable	11%	8%	9%	11%	18%	8%	13%
Not sure	38%	54%	46%	16%	44%	61%	30%

	Base	Area Code					
		252	336	704	828	910	919
Troxler Favorability							
Favorable	19%	4%	31%	11%	11%	17%	30%
Unfavorable	13%	10%	10%	17%	12%	10%	14%
Not sure	68%	86%	59%	72%	77%	74%	57%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Elmers/McCrory							
Renee Elmers	10%	15%	5%	9%	12%	12%	13%
Pat McCrory	61%	38%	69%	77%	51%	41%	61%
Not sure	29%	46%	26%	15%	38%	48%	26%

	Base	Area Code					
		252	336	704	828	910	919
McCrory/Troxler							
Pat McCrory	51%	42%	46%	71%	40%	41%	51%
Steve Troxler	15%	7%	27%	8%	15%	7%	18%
Not sure	34%	51%	27%	21%	46%	52%	31%

	Base	Area Code					
		252	336	704	828	910	919
Elmers/McCrory/Troxler							
Renee Elmers	10%	14%	4%	10%	9%	16%	9%
Pat McCrory	52%	37%	48%	70%	43%	34%	58%
Steve Troxler	19%	29%	27%	9%	29%	23%	9%
Not sure	19%	20%	20%	11%	19%	27%	24%

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		252	336	704	828	910	919
McCrory or Con Tea Party Challenger?							
Pat McCrory	40%	34%	32%	58%	20%	37%	43%
More conservative Tea Party challenger	46%	49%	55%	34%	61%	47%	35%
Not sure	15%	17%	13%	8%	19%	16%	22%

