



FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Perdue reclaims the lead

Raleigh, N.C. – After refocusing her campaign over the last few weeks on the economy, Bev Perdue has regained her lead for Governor in PPP's newest poll. She has 46% to 43% for Pat McCrory and 4% for Michael Munger.

After focusing earlier on things like vouchers and stem cells the Perdue campaign has recently emphasized the economy, which rates as the top issue for 60% of state residents, in complementary ads tying McCrory to George W. Bush's economic policies and outlining her own plans. Among voters who state their top concern as the economy Perdue now has a 56-35 lead, up from 48-38 a week ago.

She is up to receiving 75% of the Democratic vote after getting just 69% a week ago and also hit the critical mark of 80% of the black vote.

“This race continues to be very close but Bev Perdue has definitely made progress over the last week,” said Dean Debnam, President of Public Policy Polling. “She’s connecting better with voters as she talks more about the economy, and that’s helping to bring some of her base voters home.”

In the race for Auditor, incumbent Leslie Merritt continues to trail Democratic challenger Beth Wood, as he has in all five PPP polls of the race. This time the margin is 42-36. Secretary of State Elaine Marshall is coasting to another term, with a 47-35 lead over Jack Sawyer. The Agriculture Commissioner race has tightened up with the recent surge in support for Democratic candidates across the state, with incumbent Steve Troxler now barely leading opponent Ronnie Ansley by a margin of 41-39.

PPP surveyed 1,202 likely voters on October 4th and 5th. The survey's margin of error is +/-2.8%. 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.

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

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North Carolina Survey Results

Q1 The candidates for Governor are Republican Pat McCrory, Democrat Bev Perdue, and Libertarian Michael Munger. If the election was today, who would you vote for? If Pat McCrory, press 1. If Bev Perdue, press 2. If Michael Munger, press 3. If you're undecided, press 4.

McCrory 43% *Munger*..... 4%
Perdue 46% *Undecided*..... 7%

Q2 The candidates for Auditor are Republican Leslie Merritt and Democrat Beth Wood. If the election was today, who would you vote for? If Leslie Merritt, press 1. If Beth Wood, press 2. If you're undecided, press 3.

Merritt..... 36% *Undecided*..... 22%
Wood..... 42%

Q3 The candidates for Secretary of State are Democrat Elaine Marshall and Republican Jack Sawyer. If the election was today, who would you vote for? If Elaine Marshall, press 1. If Jack Sawyer, press 2. If you're undecided, press 3.

Marshall 47% *Undecided*..... 18%
Sawyer..... 35%

Q4 The candidates for Agriculture Commissioner are Democrat Ronnie Ansley and Republican Steve Troxler. If the election was today, who would you vote for? If Ronnie Ansley, press 1. If Steve Troxler, press 2. If you're undecided, press 3.

Ansley..... 39% *Undecided*..... 20%
Troxler..... 41%

Q5 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 15% *Rural*..... 25%
Suburban 32% *Small Town*..... 28%

Q6 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 12%
Education..... 5%
Economy and Jobs 60%
Taxes..... 4%
Moral and family values 11%
Health care 3%
Immigration..... 3%
Other..... 1%

Q7 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q8 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 48%
Republican..... 35%
Independent/Other..... 17%

Q9 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 76%
African-American 21%
Other..... 3%





Q10 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.

18 to 29.....	16%
30 to 45.....	28%
46 to 65.....	38%
Older than 65.....	18%

Q11

252.....	14%
336.....	19%
704.....	18%
828.....	14%
910.....	15%
919.....	21%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Governor					
McCrory	43%	33%	45%	50%	40%
Perdue	46%	60%	45%	38%	45%
Munger	4%	2%	4%	5%	3%
Undecided	7%	5%	5%	7%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Auditor					
Merritt	36%	28%	39%	42%	32%
Wood	42%	56%	40%	35%	41%
Undecided	22%	16%	21%	23%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Secretary of State					
Marshall	47%	59%	47%	42%	46%
Sawyer	35%	27%	36%	40%	33%
Undecided	18%	14%	16%	17%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Agriculture Commissioner					
Ansley	39%	52%	39%	32%	39%
Troxler	41%	31%	41%	49%	39%
Undecided	20%	16%	19%	19%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Governor			
McCroy	43%	39%	47%
Perdue	46%	50%	42%
Munger	4%	3%	4%
Undecided	7%	7%	7%

	Base	Gender	
		Woman	Man
Auditor			
Merritt	36%	34%	39%
Wood	42%	43%	40%
Undecided	22%	23%	21%

	Base	Gender	
		Woman	Man
Secretary of State			
Marshall	47%	49%	45%
Sawyer	35%	33%	38%
Undecided	18%	18%	17%

	Base	Gender	
		Woman	Man
Agriculture Commissioner			
Ansley	39%	40%	39%
Troxler	41%	39%	44%
Undecided	20%	21%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Governor				
McCrory	43%	16%	81%	42%
Perdue	46%	75%	10%	38%
Munger	4%	2%	4%	8%
Undecided	7%	7%	5%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Auditor				
Merritt	36%	10%	76%	27%
Wood	42%	70%	7%	32%
Undecided	22%	20%	17%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Secretary of State				
Marshall	47%	76%	13%	36%
Sawyer	35%	10%	71%	29%
Undecided	18%	13%	16%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
Agriculture Commissioner				
Ansley	39%	65%	9%	29%
Troxler	41%	17%	77%	35%
Undecided	20%	18%	14%	36%





Crosstabs

	Base	Race		
		White	African-American	Other
Governor				
McCroy	43%	54%	8%	34%
Perdue	46%	36%	80%	48%
Munger	4%	4%	3%	11%
Undecided	7%	6%	10%	7%

	Base	Race		
		White	African-American	Other
Auditor				
Merritt	36%	45%	6%	20%
Wood	42%	32%	75%	47%
Undecided	22%	23%	19%	33%

	Base	Race		
		White	African-American	Other
Secretary of State				
Marshall	47%	39%	76%	57%
Sawyer	35%	42%	10%	28%
Undecided	18%	19%	14%	15%

	Base	Race		
		White	African-American	Other
Agriculture Commissioner				
Ansley	39%	30%	71%	44%
Troxler	41%	50%	12%	25%
Undecided	20%	20%	17%	30%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Governor					
McCrory	43%	35%	38%	48%	48%
Perdue	46%	47%	50%	45%	42%
Munger	4%	7%	3%	4%	3%
Undecided	7%	12%	9%	4%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Auditor					
Merritt	36%	22%	34%	39%	46%
Wood	42%	47%	40%	42%	38%
Undecided	22%	30%	25%	20%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Secretary of State					
Marshall	47%	51%	47%	48%	43%
Sawyer	35%	23%	36%	36%	42%
Undecided	18%	26%	17%	16%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Agriculture Commissioner					
Ansley	39%	45%	39%	39%	36%
Troxler	41%	27%	41%	44%	47%
Undecided	20%	28%	20%	17%	17%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Governor							
McCroy	43%	38%	45%	53%	40%	38%	43%
Perdue	46%	49%	43%	40%	49%	49%	47%
Munger	4%	2%	6%	3%	3%	4%	5%
Undecided	7%	10%	7%	4%	8%	9%	5%

	Base	Area Code					
		252	336	704	828	910	919
Auditor							
Merritt	36%	35%	40%	40%	31%	32%	36%
Wood	42%	46%	38%	36%	48%	46%	39%
Undecided	22%	18%	22%	24%	21%	22%	25%

	Base	Area Code					
		252	336	704	828	910	919
Secretary of State							
Marshall	47%	52%	44%	41%	46%	48%	53%
Sawyer	35%	35%	39%	38%	33%	35%	30%
Undecided	18%	12%	17%	20%	21%	17%	17%

	Base	Area Code					
		252	336	704	828	910	919
Agriculture Commissioner							
Ansley	39%	45%	32%	39%	43%	44%	37%
Troxler	41%	39%	50%	40%	37%	35%	43%
Undecided	20%	16%	18%	20%	20%	21%	20%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Governor									
McCrory	43%	41%	29%	35%	71%	82%	37%	68%	28%
Perdue	46%	45%	62%	56%	13%	8%	48%	20%	24%
Munger	4%	7%	1%	3%	9%	3%	-	7%	21%
Undecided	7%	8%	9%	6%	7%	7%	15%	5%	27%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Auditor									
Merritt	36%	35%	28%	27%	62%	70%	44%	61%	34%
Wood	42%	45%	59%	49%	15%	9%	40%	19%	24%
Undecided	22%	20%	13%	24%	23%	21%	16%	20%	42%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Secretary of State									
Marshall	47%	55%	59%	55%	16%	11%	69%	28%	34%
Sawyer	35%	32%	32%	26%	60%	71%	29%	58%	34%
Undecided	18%	14%	10%	19%	24%	18%	3%	14%	33%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Agriculture Commissioner									
Ansley	39%	48%	51%	46%	19%	6%	50%	15%	15%
Troxler	41%	31%	37%	34%	68%	74%	38%	69%	43%
Undecided	20%	21%	12%	21%	13%	19%	11%	16%	42%

