

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****NC Governor's Race Tight; Ross Off to Good Start**

Raleigh, N.C. – PPP's monthly North Carolina poll finds both Roy Cooper and Deborah Ross polling a little better following their official candidacy announcements over the last few weeks.

Our monthly look at the North Carolina Governor's race finds Cooper edging Pat McCrory 44/43. Cooper has now had nominal advantages 4 of the last 5 months, although McCrory had the upper hand 44/41 in September. The key to the Governor's race being so competitive continues to be McCrory's unpopularity. Only 36% of voters approve of the job he's doing to 49% who disapprove, making it 28 months now since we found him with a positive approval rating. Cooper is still unknown to a plurality of voters in the state- 48% have no opinion about him- but among those who do have one 31% see him positively to 21% with a negative opinion.

We also took our first look at the Democratic primary for Governor, but it doesn't look like much of a contest. Cooper leads challenger Ken Spaulding 58/13. Cooper has majority supports from liberals, moderates, men, women, seniors, white voters, and perhaps most notably has a 56/19 advantage over Spaulding with African Americans.

In the Senate race Richard Burr continues to have his requisite mediocre approval numbers with only 29% of voters giving him good marks to 39% who disapprove. Deborah Ross is now polling within 4 points of Burr, 43/39, following the announcement of her candidacy. Burr has wider leads over the other Democrats in the field- it's 44/35 over Kevin Griffin and 45/34 over Chris Rey. Ross starts out as a big favorite in the Democratic primary, polling at 33% to 16% for Griffin and 6% for Rey although certainly with 45% of voters undecided there's still a long way to go.

“The big picture in the North Carolina races remains the same,” said Dean Debnam, President of Public Policy Polling. “The Governor's race is a sheer toss up. And although Richard Burr is favored for reelection, Deborah Ross is off to a good start in making it competitive.”

Public Policy Polling surveyed 893 voters from October 23rd to 25th, including 421 Democratic primary voters. The margin of error for the overall survey is +/-3.3%, and for the Democratic primary voters it's +/-4.8%. 80% of participants responded via the phone, while 20% of respondents who did not have landlines conducted the survey over the internet.

North Carolina Survey Results

- Q1** Do you approve or disapprove of Governor Pat McCrory's job performance?
- | | |
|-------------------------|-----|
| <i>Approve</i> | 36% |
| <i>Disapprove</i> | 49% |
| <i>Not sure</i> | 16% |
- Q2** Do you have a favorable or unfavorable opinion of Roy Cooper?
- | | |
|--------------------------|-----|
| <i>Favorable</i> | 31% |
| <i>Unfavorable</i> | 21% |
| <i>Not sure</i> | 48% |
- Q3** Do you have a favorable or unfavorable opinion of Ken Spaulding?
- | | |
|--------------------------|-----|
| <i>Favorable</i> | 7% |
| <i>Unfavorable</i> | 16% |
| <i>Not sure</i> | 77% |
- Q4** If the candidates for Governor in 2016 were Republican Pat McCrory and Democrat Roy Cooper, who would you vote for?
- | | |
|--------------------------|-----|
| <i>Pat McCrory</i> | 43% |
| <i>Roy Cooper</i> | 44% |
| <i>Not sure</i> | 13% |
- Q5** If the candidates for Governor in 2016 were Republican Pat McCrory and Democrat Ken Spaulding, who would you vote for?
- | | |
|----------------------------|-----|
| <i>Pat McCrory</i> | 46% |
| <i>Ken Spaulding</i> | 31% |
| <i>Not sure</i> | 23% |
- Q6** Do you approve or disapprove of Senator Richard Burr's job performance?
- | | |
|-------------------------|-----|
| <i>Approve</i> | 29% |
| <i>Disapprove</i> | 39% |
| <i>Not sure</i> | 32% |
- Q7** Do you have a favorable or unfavorable opinion of Kevin Griffin?
- | | |
|--------------------------|-----|
| <i>Favorable</i> | 10% |
| <i>Unfavorable</i> | 11% |
| <i>Not sure</i> | 79% |
- Q8** Do you have a favorable or unfavorable opinion of Chris Rey?
- | | |
|--------------------------|-----|
| <i>Favorable</i> | 7% |
| <i>Unfavorable</i> | 13% |
| <i>Not sure</i> | 79% |
- Q9** Do you have a favorable or unfavorable opinion of Deborah Ross?
- | | |
|--------------------------|-----|
| <i>Favorable</i> | 12% |
| <i>Unfavorable</i> | 15% |
| <i>Not sure</i> | 73% |
- Q10** If the candidates for US Senate in 2016 were Republican Richard Burr and Democrat Kevin Griffin, who would you vote for?
- | | |
|----------------------------|-----|
| <i>Richard Burr</i> | 44% |
| <i>Kevin Griffin</i> | 35% |
| <i>Not sure</i> | 21% |
- Q11** If the candidates for US Senate in 2016 were Republican Richard Burr and Democrat Chris Rey, who would you vote for?
- | | |
|---------------------------|-----|
| <i>Richard Burr</i> | 45% |
| <i>Chris Rey</i> | 34% |
| <i>Not sure</i> | 21% |



Q12 If the candidates for US Senate in 2016 were Republican Richard Burr and Democrat Deborah Ross, who would you vote for?

Richard Burr..... 43%
Deborah Ross..... 39%
Not sure 18%

Q13 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

Barack Obama..... 47%
Mitt Romney..... 48%
Someone else / Don't remember 5%

Q14 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 15%
Somewhat liberal 17%
Moderate..... 26%
Somewhat conservative..... 22%
Very conservative 20%

Q15 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%

Q16 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 41%
Republican..... 36%
Independent / Other..... 22%

Q17 If you are white, press 1. If African American, press 2. If other, press 3.

White 73%
African American..... 21%
Other..... 6%

Q18 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..... 12%
30 to 45..... 25%
46 to 65..... 39%
Older than 65..... 25%

Q19 Mode

Phone 80%
Internet 20%

Q20 Area Code

252..... 11%
336..... 16%
704..... 14%
828..... 13%
910..... 11%
919..... 15%
Internet 20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McCrorry Approval				
Approve	36%	17%	55%	23%
Disapprove	49%	71%	28%	41%
Not sure	16%	12%	17%	36%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cooper Favorability				
Favorable	31%	46%	19%	15%
Unfavorable	21%	11%	31%	14%
Not sure	48%	44%	50%	71%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Spaulding Favorability				
Favorable	7%	8%	6%	6%
Unfavorable	16%	18%	15%	11%
Not sure	77%	74%	78%	83%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McCrorry / Cooper				
Pat McCrorry	43%	14%	73%	25%
Roy Cooper	44%	73%	16%	31%
Not sure	13%	12%	10%	44%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McCrorry / Spaulding				
Pat McCrorry	46%	16%	77%	25%
Ken Spaulding	31%	55%	10%	19%
Not sure	23%	29%	14%	56%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Burr Approval				
Approve	29%	11%	48%	14%
Disapprove	39%	58%	22%	30%
Not sure	32%	31%	31%	56%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Griffin Favorability				
Favorable	10%	12%	8%	4%
Unfavorable	11%	10%	12%	13%
Not sure	79%	78%	80%	83%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Rey Favorability				
Favorable	7%	10%	5%	6%
Unfavorable	13%	13%	14%	14%
Not sure	79%	78%	80%	80%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Ross Favorability				
Favorable	12%	16%	9%	11%
Unfavorable	15%	14%	16%	12%
Not sure	73%	71%	75%	77%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Burr / Griffin				
Richard Burr	44%	11%	79%	27%
Kevin Griffin	35%	64%	7%	27%
Not sure	21%	25%	14%	46%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Burr / Rey				
Richard Burr	45%	12%	78%	34%
Chris Rey	34%	63%	7%	24%
Not sure	21%	25%	16%	42%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Burr / Ross				
Richard Burr	43%	9%	78%	31%
Deborah Ross	39%	71%	8%	30%
Not sure	18%	20%	14%	39%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrory Approval						
Approve	36%	19%	13%	27%	61%	50%
Disapprove	49%	73%	76%	54%	24%	29%
Not sure	16%	8%	11%	19%	16%	20%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cooper Favorability						
Favorable	31%	46%	50%	34%	19%	14%
Unfavorable	21%	14%	9%	16%	30%	31%
Not sure	48%	40%	42%	50%	50%	55%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Spaulding Favorability						
Favorable	7%	11%	12%	6%	5%	3%
Unfavorable	16%	20%	13%	23%	11%	14%
Not sure	77%	69%	75%	70%	84%	83%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrory / Cooper						
Pat McCrory	43%	19%	15%	30%	70%	72%
Roy Cooper	44%	76%	73%	52%	17%	14%
Not sure	13%	5%	12%	18%	13%	14%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrorry / Spaulding						
Pat McCrorry	46%	22%	17%	34%	72%	73%
Ken Spaulding	31%	65%	52%	30%	11%	13%
Not sure	23%	13%	32%	36%	17%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Burr Approval						
Approve	29%	14%	12%	23%	44%	44%
Disapprove	39%	56%	64%	42%	24%	21%
Not sure	32%	30%	25%	35%	33%	35%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Griffin Favorability						
Favorable	10%	21%	10%	9%	7%	5%
Unfavorable	11%	11%	10%	11%	10%	15%
Not sure	79%	68%	81%	80%	83%	80%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rey Favorability						
Favorable	7%	11%	11%	7%	6%	4%
Unfavorable	13%	21%	8%	13%	11%	16%
Not sure	79%	68%	81%	80%	83%	80%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ross Favorability						
Favorable	12%	20%	11%	14%	9%	10%
Unfavorable	15%	16%	13%	15%	12%	17%
Not sure	73%	64%	77%	71%	79%	73%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Burr / Griffin						
Richard Burr	44%	17%	13%	35%	73%	72%
Kevin Griffin	35%	73%	63%	37%	8%	10%
Not sure	21%	10%	24%	28%	19%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Burr / Rey						
Richard Burr	45%	23%	14%	34%	71%	70%
Chris Rey	34%	69%	61%	35%	9%	12%
Not sure	21%	8%	25%	30%	20%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Burr / Ross						
Richard Burr	43%	13%	11%	31%	73%	76%
Deborah Ross	39%	81%	70%	40%	9%	12%
Not sure	18%	5%	19%	29%	18%	12%





	Base	Gender	
		Woman	Man
McCrorry Approval			
Approve	36%	32%	40%
Disapprove	49%	50%	48%
Not sure	16%	19%	12%

	Base	Gender	
		Woman	Man
Cooper Favorability			
Favorable	31%	29%	34%
Unfavorable	21%	14%	28%
Not sure	48%	57%	38%

	Base	Gender	
		Woman	Man
Spaulding Favorability			
Favorable	7%	7%	7%
Unfavorable	16%	13%	21%
Not sure	77%	80%	73%

	Base	Gender	
		Woman	Man
McCrorry / Cooper			
Pat McCrorry	43%	40%	47%
Roy Cooper	44%	45%	43%
Not sure	13%	16%	10%

	Base	Gender	
		Woman	Man
McCrorry / Spaulding			
Pat McCrorry	46%	43%	48%
Ken Spaulding	31%	30%	33%
Not sure	23%	27%	19%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	29%	24%	34%
Disapprove	39%	33%	46%
Not sure	32%	42%	20%

	Base	Gender	
		Woman	Man
Griffin Favorability			
Favorable	10%	8%	12%
Unfavorable	11%	9%	14%
Not sure	79%	83%	74%

	Base	Gender	
		Woman	Man
Rey Favorability			
Favorable	7%	5%	11%
Unfavorable	13%	11%	16%
Not sure	79%	84%	74%





	Base	Gender	
		Woman	Man
Ross Favorability			
Favorable	12%	11%	14%
Unfavorable	15%	11%	18%
Not sure	73%	78%	67%

	Base	Gender	
		Woman	Man
Burr / Griffin			
Richard Burr	44%	43%	45%
Kevin Griffin	35%	33%	37%
Not sure	21%	24%	18%

	Base	Gender	
		Woman	Man
Burr / Rey			
Richard Burr	45%	43%	46%
Chris Rey	34%	33%	35%
Not sure	21%	24%	19%

	Base	Gender	
		Woman	Man
Burr / Ross			
Richard Burr	43%	40%	47%
Deborah Ross	39%	38%	39%
Not sure	18%	21%	14%

	Base	Party		
		Democrat	Republican	Independent / Other
McCrory Approval				
Approve	36%	21%	55%	30%
Disapprove	49%	66%	29%	50%
Not sure	16%	13%	16%	20%

	Base	Party		
		Democrat	Republican	Independent / Other
Cooper Favorability				
Favorable	31%	47%	20%	20%
Unfavorable	21%	10%	29%	27%
Not sure	48%	43%	51%	53%

	Base	Party		
		Democrat	Republican	Independent / Other
Spaulding Favorability				
Favorable	7%	10%	7%	3%
Unfavorable	16%	16%	16%	19%
Not sure	77%	74%	78%	78%

	Base	Party		
		Democrat	Republican	Independent / Other
McCrory / Cooper				
Pat McCrory	43%	18%	76%	37%
Roy Cooper	44%	74%	15%	36%
Not sure	13%	9%	9%	27%





	Base	Party		
		Democrat	Republican	Independent / Other
McCrorry / Spaulding				
Pat McCrorry	46%	19%	77%	44%
Ken Spaulding	31%	56%	12%	18%
Not sure	23%	26%	11%	38%

	Base	Party		
		Democrat	Republican	Independent / Other
Burr Approval				
Approve	29%	17%	46%	22%
Disapprove	39%	53%	23%	41%
Not sure	32%	30%	31%	37%

	Base	Party		
		Democrat	Republican	Independent / Other
Griffin Favorability				
Favorable	10%	12%	8%	8%
Unfavorable	11%	9%	12%	14%
Not sure	79%	78%	80%	78%

	Base	Party		
		Democrat	Republican	Independent / Other
Rey Favorability				
Favorable	7%	10%	7%	3%
Unfavorable	13%	12%	12%	18%
Not sure	79%	78%	80%	79%

	Base	Party		
		Democrat	Republican	Independent / Other
Ross Favorability				
Favorable	12%	16%	10%	9%
Unfavorable	15%	11%	17%	17%
Not sure	73%	73%	73%	74%

	Base	Party		
		Democrat	Republican	Independent / Other
Burr / Griffin				
Richard Burr	44%	16%	77%	42%
Kevin Griffin	35%	64%	9%	24%
Not sure	21%	20%	13%	34%

	Base	Party		
		Democrat	Republican	Independent / Other
Burr / Rey				
Richard Burr	45%	18%	76%	42%
Chris Rey	34%	61%	11%	22%
Not sure	21%	21%	13%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
Burr / Ross				
Richard Burr	43%	14%	79%	39%
Deborah Ross	39%	69%	10%	30%
Not sure	18%	17%	11%	31%





	Base	Race		
		White	African American	Other
McCrorry Approval				
Approve	36%	41%	21%	24%
Disapprove	49%	45%	60%	58%
Not sure	16%	15%	18%	17%

	Base	Race		
		White	African American	Other
Cooper Favorability				
Favorable	31%	31%	35%	25%
Unfavorable	21%	21%	17%	32%
Not sure	48%	49%	48%	43%

	Base	Race		
		White	African American	Other
Spaulding Favorability				
Favorable	7%	5%	13%	7%
Unfavorable	16%	15%	19%	22%
Not sure	77%	79%	68%	70%

	Base	Race		
		White	African American	Other
McCrorry / Cooper				
Pat McCrorry	43%	51%	16%	39%
Roy Cooper	44%	37%	67%	47%
Not sure	13%	12%	17%	14%

	Base	Race		
		White	African American	Other
McCrorry / Spaulding				
Pat McCrorry	46%	54%	18%	44%
Ken Spaulding	31%	25%	54%	35%
Not sure	23%	22%	28%	20%

	Base	Race		
		White	African American	Other
Burr Approval				
Approve	29%	33%	13%	36%
Disapprove	39%	37%	51%	32%
Not sure	32%	31%	36%	33%

	Base	Race		
		White	African American	Other
Griffin Favorability				
Favorable	10%	8%	14%	14%
Unfavorable	11%	9%	15%	21%
Not sure	79%	83%	71%	65%

	Base	Race		
		White	African American	Other
Rey Favorability				
Favorable	7%	7%	9%	14%
Unfavorable	13%	10%	21%	23%
Not sure	79%	83%	70%	63%





	Base	Race		
		White	African American	Other
Ross Favorability				
Favorable	12%	9%	20%	20%
Unfavorable	15%	12%	20%	23%
Not sure	73%	78%	59%	56%

	Base	Race		
		White	African American	Other
Burr / Griffin				
Richard Burr	44%	54%	11%	41%
Kevin Griffin	35%	28%	60%	35%
Not sure	21%	18%	29%	24%

	Base	Race		
		White	African American	Other
Burr / Rey				
Richard Burr	45%	53%	18%	41%
Chris Rey	34%	27%	59%	35%
Not sure	21%	20%	23%	24%

	Base	Race		
		White	African American	Other
Burr / Ross				
Richard Burr	43%	53%	12%	36%
Deborah Ross	39%	30%	68%	44%
Not sure	18%	17%	20%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrary Approval					
Approve	36%	23%	31%	38%	43%
Disapprove	49%	40%	50%	53%	45%
Not sure	16%	37%	19%	9%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cooper Favorability					
Favorable	31%	28%	20%	37%	35%
Unfavorable	21%	15%	18%	23%	23%
Not sure	48%	57%	63%	39%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Spaulding Favorability					
Favorable	7%	3%	8%	7%	9%
Unfavorable	16%	23%	17%	14%	17%
Not sure	77%	74%	75%	80%	74%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrary / Cooper					
Pat McCrary	43%	40%	43%	41%	48%
Roy Cooper	44%	34%	43%	49%	41%
Not sure	13%	26%	13%	10%	11%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrorry / Spaulding					
Pat McCrorry	46%	42%	43%	44%	52%
Ken Spaulding	31%	19%	38%	32%	29%
Not sure	23%	39%	19%	23%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	29%	25%	22%	31%	33%
Disapprove	39%	37%	40%	38%	42%
Not sure	32%	38%	38%	31%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Griffin Favorability					
Favorable	10%	24%	9%	7%	7%
Unfavorable	11%	14%	13%	9%	12%
Not sure	79%	62%	78%	84%	81%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rey Favorability					
Favorable	7%	10%	8%	7%	6%
Unfavorable	13%	26%	16%	10%	10%
Not sure	79%	64%	75%	83%	83%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ross Favorability					
Favorable	12%	20%	14%	11%	9%
Unfavorable	15%	15%	17%	14%	13%
Not sure	73%	65%	69%	75%	78%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr / Griffin					
Richard Burr	44%	28%	44%	44%	54%
Kevin Griffin	35%	39%	30%	39%	32%
Not sure	21%	33%	26%	18%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr / Rey					
Richard Burr	45%	41%	40%	44%	52%
Chris Rey	34%	26%	38%	37%	31%
Not sure	21%	33%	22%	19%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr / Ross					
Richard Burr	43%	29%	41%	43%	52%
Deborah Ross	39%	48%	38%	40%	34%
Not sure	18%	23%	21%	17%	14%





	Base	Mode	
		Phone	Internet
McCrorry Approval			
Approve	36%	38%	27%
Disapprove	49%	50%	43%
Not sure	16%	12%	30%

	Base	Mode	
		Phone	Internet
Cooper Favorability			
Favorable	31%	33%	24%
Unfavorable	21%	23%	11%
Not sure	48%	44%	66%

	Base	Mode	
		Phone	Internet
Spaulding Favorability			
Favorable	7%	7%	9%
Unfavorable	16%	17%	13%
Not sure	77%	76%	79%

	Base	Mode	
		Phone	Internet
McCrorry / Cooper			
Pat McCrorry	43%	44%	38%
Roy Cooper	44%	45%	38%
Not sure	13%	10%	25%

	Base	Mode	
		Phone	Internet
McCrorry / Spaulding			
Pat McCrorry	46%	46%	43%
Ken Spaulding	31%	33%	25%
Not sure	23%	21%	32%

	Base	Mode	
		Phone	Internet
Burr Approval			
Approve	29%	30%	21%
Disapprove	39%	41%	34%
Not sure	32%	29%	45%

	Base	Mode	
		Phone	Internet
Griffin Favorability			
Favorable	10%	7%	22%
Unfavorable	11%	12%	9%
Not sure	79%	81%	69%

	Base	Mode	
		Phone	Internet
Rey Favorability			
Favorable	7%	6%	12%
Unfavorable	13%	12%	18%
Not sure	79%	81%	70%





	Base	Mode	
		Phone	Internet
Ross Favorability			
Favorable	12%	10%	21%
Unfavorable	15%	15%	13%
Not sure	73%	75%	66%

	Base	Mode	
		Phone	Internet
Burr / Griffin			
Richard Burr	44%	47%	33%
Kevin Griffin	35%	36%	33%
Not sure	21%	17%	34%

	Base	Mode	
		Phone	Internet
Burr / Rey			
Richard Burr	45%	47%	37%
Chris Rey	34%	35%	30%
Not sure	21%	18%	33%

	Base	Mode	
		Phone	Internet
Burr / Ross			
Richard Burr	43%	47%	28%
Deborah Ross	39%	38%	42%
Not sure	18%	15%	30%

	Base	Area Code						
		252	336	704	828	910	919	Internet
McCrorry Approval								
Approve	36%	50%	36%	40%	31%	35%	37%	27%
Disapprove	49%	38%	53%	48%	59%	43%	58%	43%
Not sure	16%	12%	11%	12%	10%	23%	5%	30%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Cooper Favorability								
Favorable	31%	29%	33%	26%	37%	31%	42%	24%
Unfavorable	21%	19%	21%	23%	25%	28%	24%	11%
Not sure	48%	52%	46%	51%	38%	42%	34%	66%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Spaulding Favorability								
Favorable	7%	11%	5%	4%	8%	5%	8%	9%
Unfavorable	16%	19%	13%	13%	27%	15%	19%	13%
Not sure	77%	71%	82%	83%	66%	79%	73%	79%

	Base	Area Code						
		252	336	704	828	910	919	Internet
McCrorry / Cooper								
Pat McCrorry	43%	43%	41%	53%	45%	46%	39%	38%
Roy Cooper	44%	42%	47%	37%	46%	43%	55%	38%
Not sure	13%	15%	12%	9%	9%	11%	5%	25%





	Base	Area Code						
		252	336	704	828	910	919	Internet
McCrory / Spaulding								
Pat McCrory	46%	45%	49%	55%	43%	43%	41%	43%
Ken Spaulding	31%	29%	27%	28%	41%	36%	38%	25%
Not sure	23%	26%	24%	17%	16%	21%	21%	32%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Burr Approval								
Approve	29%	29%	26%	40%	27%	32%	30%	21%
Disapprove	39%	30%	48%	33%	43%	35%	50%	34%
Not sure	32%	41%	27%	28%	29%	33%	20%	45%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Griffin Favorability								
Favorable	10%	10%	4%	4%	15%	3%	5%	22%
Unfavorable	11%	13%	10%	11%	16%	14%	9%	9%
Not sure	79%	77%	86%	86%	69%	83%	86%	69%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Rey Favorability								
Favorable	7%	9%	4%	3%	12%	7%	4%	12%
Unfavorable	13%	11%	7%	13%	20%	14%	11%	18%
Not sure	79%	80%	88%	85%	68%	80%	85%	70%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Ross Favorability								
Favorable	12%	14%	5%	4%	12%	8%	19%	21%
Unfavorable	15%	11%	12%	17%	20%	18%	12%	13%
Not sure	73%	75%	83%	79%	68%	74%	68%	66%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Burr / Griffin								
Richard Burr	44%	42%	50%	59%	48%	40%	41%	33%
Kevin Griffin	35%	34%	33%	28%	38%	35%	46%	33%
Not sure	21%	24%	17%	13%	14%	24%	14%	34%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Burr / Rey								
Richard Burr	45%	44%	51%	58%	44%	36%	44%	37%
Chris Rey	34%	38%	32%	25%	40%	38%	40%	30%
Not sure	21%	19%	18%	17%	16%	26%	17%	33%

	Base	Area Code						
		252	336	704	828	910	919	Internet
Burr / Ross								
Richard Burr	43%	39%	50%	60%	46%	48%	38%	28%
Deborah Ross	39%	39%	32%	27%	39%	39%	53%	42%
Not sure	18%	22%	18%	13%	15%	13%	9%	30%





North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of Roy Cooper?

Favorable..... 46%
Unfavorable 13%
Not sure 41%

Q2 Do you have a favorable or unfavorable opinion of Ken Spaulding?

Favorable..... 9%
Unfavorable 17%
Not sure 74%

Q3 Do you have a favorable or unfavorable opinion of Kevin Griffin?

Favorable..... 11%
Unfavorable 10%
Not sure 78%

Q4 Do you have a favorable or unfavorable opinion of Chris Rey?

Favorable..... 9%
Unfavorable 12%
Not sure 79%

Q5 Do you have a favorable or unfavorable opinion of Deborah Ross?

Favorable..... 18%
Unfavorable 10%
Not sure 72%

Q6 The Democratic candidates for Governor are Roy Cooper and Ken Spaulding. If the primary election was today, who would you vote for?

Roy Cooper..... 58%
Ken Spaulding 13%
Not sure 29%

Q7 The Democratic candidates for Senate are Kevin Griffin, Chris Rey and Deborah Ross. If the primary election was today, who would you vote for?

Kevin Griffin 16%
Chris Rey..... 6%
Deborah Ross..... 33%
Not sure 45%

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

Very liberal..... 30%
Somewhat liberal 28%
Moderate..... 25%
Somewhat conservative..... 13%
Very conservative 5%

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

Woman 58%
Man..... 42%

Q10 If you are white, press 1. If African American, press 2. If other, press 3.

White 59%
African American..... 34%
Other..... 7%

Q11 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45..... 36%
46 to 65..... 40%
Older than 65..... 24%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cooper Favorability						
Favorable	46%	54%	53%	43%	33%	14%
Unfavorable	13%	10%	6%	15%	25%	32%
Not sure	41%	36%	41%	42%	42%	54%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Spaulding Favorability						
Favorable	9%	10%	11%	7%	11%	2%
Unfavorable	17%	15%	11%	22%	16%	37%
Not sure	74%	74%	78%	71%	74%	61%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Griffin Favorability						
Favorable	11%	20%	6%	6%	14%	14%
Unfavorable	10%	8%	9%	13%	17%	5%
Not sure	78%	72%	85%	81%	69%	81%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rey Favorability						
Favorable	9%	9%	9%	6%	17%	2%
Unfavorable	12%	17%	7%	9%	17%	14%
Not sure	79%	73%	84%	85%	66%	83%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ross Favorability						
Favorable	18%	20%	10%	17%	24%	32%
Unfavorable	10%	11%	7%	13%	13%	5%
Not sure	72%	69%	83%	70%	63%	63%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Governor Democratic Primary						
Roy Cooper	58%	58%	60%	61%	47%	50%
Ken Spaulding	13%	8%	12%	7%	30%	32%
Not sure	29%	34%	28%	31%	22%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Senate Democratic Primary						
Kevin Griffin	16%	21%	16%	11%	13%	15%
Chris Rey	6%	3%	6%	3%	10%	28%
Deborah Ross	33%	39%	32%	35%	23%	22%
Not sure	45%	37%	46%	52%	55%	35%

	Base	Gender	
		Woman	Man
Cooper Favorability			
Favorable	46%	44%	50%
Unfavorable	13%	7%	21%
Not sure	41%	49%	29%





	Base	Gender	
		Woman	Man
Spaulding Favorability			
Favorable	9%	10%	9%
Unfavorable	17%	12%	23%
Not sure	74%	78%	68%

	Base	Gender	
		Woman	Man
Griffin Favorability			
Favorable	11%	8%	16%
Unfavorable	10%	7%	15%
Not sure	78%	85%	69%

	Base	Gender	
		Woman	Man
Rey Favorability			
Favorable	9%	5%	14%
Unfavorable	12%	10%	15%
Not sure	79%	85%	70%

	Base	Gender	
		Woman	Man
Ross Favorability			
Favorable	18%	16%	21%
Unfavorable	10%	8%	14%
Not sure	72%	77%	66%

	Base	Gender	
		Woman	Man
Governor Democratic Primary			
Roy Cooper	58%	56%	60%
Ken Spaulding	13%	10%	18%
Not sure	29%	35%	22%

	Base	Gender	
		Woman	Man
Senate Democratic Primary			
Kevin Griffin	16%	12%	20%
Chris Rey	6%	7%	4%
Deborah Ross	33%	34%	32%
Not sure	45%	46%	44%

	Base	Race		
		White	African American	Other
Cooper Favorability				
Favorable	46%	52%	41%	27%
Unfavorable	13%	11%	12%	35%
Not sure	41%	37%	47%	37%

	Base	Race		
		White	African American	Other
Spaulding Favorability				
Favorable	9%	6%	17%	4%
Unfavorable	17%	19%	12%	27%
Not sure	74%	76%	71%	70%





	Base	Race		
		White	African American	Other
Griffin Favorability				
Favorable	11%	8%	17%	14%
Unfavorable	10%	12%	4%	24%
Not sure	78%	80%	79%	62%

	Base	Race		
		White	African American	Other
Rey Favorability				
Favorable	9%	7%	10%	17%
Unfavorable	12%	11%	13%	20%
Not sure	79%	82%	77%	63%

	Base	Race		
		White	African American	Other
Ross Favorability				
Favorable	18%	14%	23%	25%
Unfavorable	10%	8%	10%	28%
Not sure	72%	78%	67%	47%

	Base	Race		
		White	African American	Other
Governor Democratic Primary				
Roy Cooper	58%	60%	56%	44%
Ken Spaulding	13%	9%	19%	18%
Not sure	29%	31%	25%	37%

	Base	Race		
		White	African American	Other
Senate Democratic Primary				
Kevin Griffin	16%	15%	17%	12%
Chris Rey	6%	5%	7%	7%
Deborah Ross	33%	35%	30%	30%
Not sure	45%	45%	45%	51%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cooper Favorability				
Favorable	46%	31%	55%	56%
Unfavorable	13%	12%	14%	12%
Not sure	41%	57%	31%	32%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Spaulding Favorability				
Favorable	9%	5%	11%	13%
Unfavorable	17%	19%	12%	23%
Not sure	74%	76%	78%	64%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Griffin Favorability				
Favorable	11%	17%	8%	9%
Unfavorable	10%	12%	9%	11%
Not sure	78%	70%	83%	80%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Rey Favorability				
Favorable	9%	11%	8%	8%
Unfavorable	12%	17%	10%	10%
Not sure	79%	72%	83%	82%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Ross Favorability				
Favorable	18%	24%	14%	15%
Unfavorable	10%	10%	10%	11%
Not sure	72%	66%	76%	75%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Governor Democratic Primary				
Roy Cooper	58%	45%	64%	66%
Ken Spaulding	13%	17%	12%	9%
Not sure	29%	37%	25%	25%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Senate Democratic Primary				
Kevin Griffin	16%	14%	17%	16%
Chris Rey	6%	13%	2%	3%
Deborah Ross	33%	26%	35%	40%
Not sure	45%	47%	47%	41%

