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2012 NC Gov.: Perdue lags McCrory, Fetzer for re-election

Raleigh, N.C. – Former Charlotte mayor Pat McCrory is itching for a rematch of the contest he narrowly lost in 2008 against then Lieutenant Governor Bev Perdue. Almost two years out from the election, McCrory tops Perdue by double digits with registered voters, versus his less-than-four-point loss two years ago. Perdue also narrowly trails current GOP chairman and former Raleigh mayor Tom Fetzter.

McCrory bests his once and perhaps future rival, 49-37, but Fetzter just barely noses ahead, 42-40. Both men have strong leads with independents, but McCrory's 58-27 advantage is landslide territory compared to Fetzter's more modest 42-31. Both also take a huge chunk of Democrats, but McCrory a full quarter to Fetzter's 17%. Perdue pulls only 5 or 6% of Republicans.

Part of Fetzter's relative weakness compared to McCrory is that hardly anyone knows who he is. Despite his visibility during the midterm campaign, his name recognition has hardly inched up from April, when his favorability rating was an almost nonexistent 8-11 spread. Now, 11% have a positive impression and 19% a negative one, a movement in the wrong direction, and still 70% have no opinion, most of whom probably have not heard of him. By comparison, McCrory has a strong 34-20 grade, with only 45% unsure. The strange thing for Fetzter is that considerably more of his party is unaware of him than are Democrats, and McCrory trounces him, at 49-11 to Fetzter's 16-9, with the GOP. McCrory also does far better with Democrats (breaking even at 24-27 to Fetzter's 8-27) and independents (34-18 versus 9-16).

Considering that President Obama is ten points more popular on the margin than Perdue is, and how much better he is doing against his potential Republican rivals, the governor would go a long way toward making herself competitive for a second term if she improved her job performance rating. Her 33-49 remains roughly what it has all year.

“2012 is a long way away and Bev Perdue has plenty of time to strengthen her position,” said Dean Debnam, President of Public Policy Polling. “But it's clear she's going to have to pick up a lot of ground with independents and the more conservative wing of her party over the next two years to win a second term.”

PPP surveyed 517 North Carolina voters from November 19th to 21st. The survey's margin of error is +/- 4.3%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



North Carolina Survey Results

Q1 Do you approve or disapprove of Governor Bev Perdue's job performance?

Approve..... 33% Not sure 18%
Disapprove..... 49%

Q2 Do you have a favorable or unfavorable opinion of Tom Fetzter?

Favorable..... 11%
Unfavorable 19%
Not sure 70%

Q3 Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable..... 34%
Unfavorable 20%
Not sure 45%

Q4 If the candidates for Governor in 2012 were Democrat Bev Perdue and Republican Tom Fetzter, who would you vote for?

Bev Perdue..... 40%
Tom Fetzter..... 42%
Undecided..... 19%

Q5 If the candidates for Governor in 2012 were Democrat Bev Perdue and Republican Pat McCrory, who would you vote for?

Bev Perdue..... 37%
Pat McCrory..... 49%
Undecided..... 14%

Q6 Would you rather see Nancy Pelosi or Heath Shuler as the Democratic leader in the next Congress?

Nancy Pelosi..... 27%
Heath Shuler..... 54%
Not sure 19%

Q7 Who did you vote for President in 2008?

John McCain..... 49%
Barack Obama..... 45%
Someone else/Don't remember 6%

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

Liberal..... 20%
Moderate..... 38%
Conservative..... 42%

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

Woman 54%
Man..... 46%

Q10 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..... 49%
Republican..... 35%
Independent/Other..... 17%

Q11 If you are white, press 1. If African-American, press 2. If other, press 3.

White 77%
African-American 19%
Other..... 4%

Q12 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..... 9%
30 to 45..... 24%
46 to 65..... 47%
Older than 65..... 20%



Q13

252.....	12%
336.....	23%
704.....	19%
828.....	15%
910.....	12%
919.....	20%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Perdue Approval				
Approve	33%	13%	58%	19%
Disapprove	49%	70%	23%	61%
Not sure	18%	17%	19%	20%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fetzer Favorability				
Favorable	11%	16%	6%	9%
Unfavorable	19%	10%	29%	11%
Not sure	70%	74%	65%	80%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McCrory Favorability				
Favorable	34%	49%	20%	30%
Unfavorable	20%	9%	32%	19%
Not sure	45%	42%	48%	51%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Perdue/Fetzer				
Bev Perdue	40%	8%	76%	33%
Tom Fetzer	42%	71%	11%	32%
Undecided	19%	21%	13%	35%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Perdue/McCrory				
Bev Perdue	37%	6%	71%	24%
Pat McCrory	49%	80%	16%	50%
Undecided	14%	14%	14%	25%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Pelosi vs. Shuler				
Nancy Pelosi	27%	7%	51%	13%
Heath Shuler	54%	77%	29%	57%
Not sure	19%	15%	21%	30%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	33%	59%	41%	14%
Disapprove	49%	27%	38%	67%
Not sure	18%	13%	20%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
Fetzer Favorability				
Favorable	11%	5%	7%	17%
Unfavorable	19%	38%	18%	10%
Not sure	70%	57%	75%	73%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
McCrary Favorability				
Favorable	34%	23%	26%	47%
Unfavorable	20%	36%	24%	10%
Not sure	45%	41%	50%	43%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue/Fetzer				
Bev Perdue	40%	77%	50%	14%
Tom Fetzer	42%	14%	26%	68%
Undecided	19%	10%	24%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue/McCrary				
Bev Perdue	37%	69%	46%	13%
Pat McCrary	49%	19%	37%	74%
Undecided	14%	12%	17%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Pelosi vs. Shuler				
Nancy Pelosi	27%	66%	27%	10%
Heath Shuler	54%	26%	47%	73%
Not sure	19%	8%	26%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	33%	35%	32%
Disapprove	49%	44%	54%
Not sure	18%	21%	15%

	Base	Gender	
		Woman	Man
Fetzer Favorability			
Favorable	11%	8%	14%
Unfavorable	19%	17%	21%
Not sure	70%	75%	64%

	Base	Gender	
		Woman	Man
McCrorry Favorability			
Favorable	34%	30%	40%
Unfavorable	20%	20%	20%
Not sure	45%	50%	40%

	Base	Gender	
		Woman	Man
Perdue/Fetzer			
Bev Perdue	40%	42%	37%
Tom Fetzer	42%	39%	45%
Undecided	19%	19%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue/McCrory			
Bev Perdue	37%	38%	35%
Pat McCrory	49%	47%	52%
Undecided	14%	16%	13%

	Base	Gender	
		Woman	Man
Pelosi vs. Shuler			
Nancy Pelosi	27%	32%	21%
Heath Shuler	54%	46%	64%
Not sure	19%	22%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	33%	51%	12%	27%
Disapprove	49%	31%	71%	55%
Not sure	18%	19%	18%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Fetzer Favorability				
Favorable	11%	8%	16%	9%
Unfavorable	19%	27%	9%	16%
Not sure	70%	65%	75%	75%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
McCrorry Favorability				
Favorable	34%	24%	49%	34%
Unfavorable	20%	27%	11%	18%
Not sure	45%	48%	40%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue/Fetzer				
Bev Perdue	40%	67%	6%	31%
Tom Fetzer	42%	17%	76%	42%
Undecided	19%	16%	18%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue/McCrory				
Bev Perdue	37%	62%	5%	27%
Pat McCrory	49%	25%	79%	58%
Undecided	14%	13%	16%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Pelosi vs. Shuler				
Nancy Pelosi	27%	45%	4%	23%
Heath Shuler	54%	34%	78%	61%
Not sure	19%	21%	17%	16%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	33%	27%	56%	52%
Disapprove	49%	54%	28%	32%
Not sure	18%	19%	16%	16%

	Base	Race		
		White	African-American	Other
Fetzer Favorability				
Favorable	11%	12%	7%	3%
Unfavorable	19%	15%	33%	26%
Not sure	70%	73%	60%	71%

	Base	Race		
		White	African-American	Other
McCrorry Favorability				
Favorable	34%	39%	16%	26%
Unfavorable	20%	17%	30%	35%
Not sure	45%	44%	53%	39%

	Base	Race		
		White	African-American	Other
Perdue/Fetzer				
Bev Perdue	40%	31%	73%	58%
Tom Fetzer	42%	49%	16%	29%
Undecided	19%	21%	11%	13%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue/McCrory				
Bev Perdue	37%	27%	70%	61%
Pat McCrory	49%	58%	16%	29%
Undecided	14%	15%	14%	10%

	Base	Race		
		White	African-American	Other
Pelosi vs. Shuler				
Nancy Pelosi	27%	19%	59%	42%
Heath Shuler	54%	65%	11%	45%
Not sure	19%	16%	30%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	33%	53%	34%	29%	34%
Disapprove	49%	30%	54%	51%	44%
Not sure	18%	16%	12%	20%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fetzer Favorability					
Favorable	11%	6%	11%	11%	11%
Unfavorable	19%	26%	18%	20%	14%
Not sure	70%	68%	71%	69%	74%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrorry Favorability					
Favorable	34%	41%	37%	32%	33%
Unfavorable	20%	18%	23%	23%	11%
Not sure	45%	40%	40%	45%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/Fetzer					
Bev Perdue	40%	55%	38%	38%	39%
Tom Fetzer	42%	31%	43%	42%	43%
Undecided	19%	13%	19%	20%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/McCrorry					
Bev Perdue	37%	45%	35%	36%	36%
Pat McCrorry	49%	37%	52%	49%	51%
Undecided	14%	18%	13%	15%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pelosi vs. Shuler					
Nancy Pelosi	27%	30%	26%	32%	16%
Heath Shuler	54%	40%	49%	56%	63%
Not sure	19%	30%	25%	12%	21%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	33%	42%	27%	34%	30%	30%	40%
Disapprove	49%	43%	54%	49%	45%	40%	52%
Not sure	18%	15%	18%	17%	26%	29%	8%

	Base	Area Code					
		252	336	704	828	910	919
Fetzer Favorability							
Favorable	11%	15%	9%	6%	4%	11%	20%
Unfavorable	19%	24%	12%	14%	22%	8%	32%
Not sure	70%	61%	79%	80%	75%	81%	48%

	Base	Area Code					
		252	336	704	828	910	919
McCrary Favorability							
Favorable	34%	28%	23%	57%	31%	26%	37%
Unfavorable	20%	16%	15%	28%	20%	12%	27%
Not sure	45%	57%	62%	15%	49%	62%	35%

	Base	Area Code					
		252	336	704	828	910	919
Perdue/Fetzer							
Bev Perdue	40%	39%	33%	46%	40%	39%	43%
Tom Fetzer	42%	41%	47%	41%	30%	35%	48%
Undecided	19%	20%	19%	13%	30%	26%	9%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue/McCrory							
Bev Perdue	37%	37%	29%	37%	41%	37%	41%
Pat McCrory	49%	54%	47%	58%	41%	46%	48%
Undecided	14%	9%	23%	6%	18%	17%	11%

	Base	Area Code					
		252	336	704	828	910	919
Pelosi vs. Shuler							
Nancy Pelosi	27%	37%	24%	30%	21%	20%	31%
Heath Shuler	54%	50%	55%	51%	64%	51%	54%
Not sure	19%	13%	21%	19%	16%	29%	15%

