

FOR IMMEDIATE RELEASE

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Hunt winning the legacy battle against Helms

Raleigh, N.C. – Jesse Helms may have defeated Jim Hunt at the polls in 1984, but Hunt is winning the legacy battle, the newest survey from Public Policy Polling finds.

43% of voters in the state now say they hold a more favorable opinion of Hunt, compared to 37% who pick Helms. Remarkably 20% are unsure who they view more positively between the two largest figures of the last 50 years of North Carolina politics.

For the most part the breakdowns for who likes Helms and who likes Hunt are pretty predictable. Conservatives, whites, men, rural voters, and those over 65 all say they have a higher opinion of the former Senator. Liberals, moderates, urban and suburban voters, women, and African Americans prefer the former Governor.

It's interesting to note that the divide is not as strong along party lines as you might expect. 16% of Democrats still prefer Helms, an indication that even as Barack Obama took North Carolina last year, the Jessecrats are still around. Likewise 16% of Republicans like Hunt better. Particularly telling is that among GOP voters who weren't born in the state, a full quarter prefer Hunt.

“North Carolina was closely divided and very polarized along a number of demographic lines when Hunt and Helms faced off in 1984 and that continues to be the case as residents of the state assess their legacies,” said Dean Debnam, President of Public Policy Polling. “It's a reminder that even as the state undergoes rapid change, some old truths remain.”

There is also a big difference in looking at Hunt and Helms depending on whether respondents were natives of the state or not, with the newcomers viewing Hunt favorably.

PPP surveyed 1,020 North Carolina voters from February 13th to 15th. The survey's margin of error is +/-3.07%. 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.



North Carolina Survey Results

Q1 Do you have a more favorable opinion of Jesse Helms or Jim Hunt? If Jesse Helms, press 1. If Jim Hunt, press 2. If you're not sure, press 3.

Jesse Helms 37%
Jim Hunt..... 43%
Not Sure..... 20%

Q2 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 15%
Moderate..... 41%
Conservative..... 44%

Q3 If you were born in North Carolina, press 1. If you were born elsewhere, press 2.

Born in North Carolina 59%
Born Elsewhere 41%

Q4 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..... 17%
Suburban 33%
Rural..... 26%
Small Town..... 24%

Q5 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q6 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%

Q7 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%

Q8 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..... 15%
30 to 45..... 25%
46 to 65..... 40%
Older than 65..... 20%

Q9

252..... 13%
336..... 19%
704..... 18%
828..... 15%
910..... 15%
919..... 18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Helms/Hunt				
Jesse Helms	37%	8%	26%	58%
Jim Hunt	43%	75%	56%	19%
Not Sure	20%	17%	18%	23%

	Base	North Carolina Native	
		Born in North Carolina	Born Elsewhere
Helms/Hunt			
Jesse Helms	37%	42%	31%
Jim Hunt	43%	41%	45%
Not Sure	20%	17%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Helms/Hunt					
Jesse Helms	37%	29%	36%	49%	33%
Jim Hunt	43%	51%	46%	32%	43%
Not Sure	20%	20%	18%	19%	24%

	Base	Gender	
		Woman	Man
Helms/Hunt			
Jesse Helms	37%	32%	43%
Jim Hunt	43%	44%	41%
Not Sure	20%	24%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Helms/Hunt				
Jesse Helms	37%	16%	67%	37%
Jim Hunt	43%	64%	16%	38%
Not Sure	20%	21%	17%	24%

	Base	Race		
		White	African-American	Other
Helms/Hunt				
Jesse Helms	37%	45%	13%	22%
Jim Hunt	43%	37%	62%	41%
Not Sure	20%	18%	25%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Helms/Hunt					
Jesse Helms	37%	38%	29%	39%	44%
Jim Hunt	43%	38%	46%	44%	38%
Not Sure	20%	24%	25%	16%	18%

	Base	Area Code					
		252	336	704	828	910	919
Helms/Hunt							
Jesse Helms	37%	31%	47%	36%	43%	33%	33%
Jim Hunt	43%	44%	44%	37%	37%	47%	47%
Not Sure	20%	25%	10%	27%	20%	20%	20%

