

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**

Etheridge has small lead in primary

Raleigh, N.C. – The early leader in the Democratic primary for Governor of North Carolina is...undecided. 41% of voters aren't sure who they'll vote for in May. Bob Etheridge leads the pack with 26% to 19% for Walter Dalton. Bruce Blackmon leads the second tier of Democratic candidates with 5% to 4% for Gardenia Henley, and 2% each for Gary Dunn and Bill Faison.

Etheridge's lead is due largely to a 50-7 advantage over Dalton in the Triangle. Dalton leads in the Triad, Charlotte, and the Mountains but not by large enough margins to overcome Etheridge's massive lead in the part of the state where the most Democratic primary voters will be cast.

None of the major Democratic candidates are terribly well known. Etheridge has 51% name recognition with a 34/17 favorability rating but is generally a blank slate to voters outside the Triangle and eastern North Carolina. Dalton has 38% name recognition with a 22/16 favorability rating.

“It looks like we’re going to have a 2 person race for Governor between Walter Dalton and Bob Etheridge,” said Dean Debnam, President of Public Policy Polling. “Etheridge has the small early edge, but most of that is due to superior name recognition. It should be a competitive contest.”

Other notes on the Democratic primaries:

-Incumbent Janet Cowell leads challenger Ron Elmer only 32-14 in the race for State Treasurer.

-In the Lieutenant Governor primary Linda Coleman leads Eric Mansfield 25-15.

-In the primary for Labor Commissioner Ty Richardson leads with 26% to 13% for John Brooks and 9% for Marlowe Foster.

PPP surveyed 499 likely Democratic primary voters on February 29th and March 1st. The margin of error is +/-4.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of Walter Dalton?

Favorable..... 22%
Unfavorable 16%
Not sure 62%

Q2 Do you have a favorable or unfavorable opinion of Bob Etheridge?

Favorable..... 34%
Unfavorable 17%
Not sure 49%

Q3 Do you have a favorable or unfavorable opinion of Bill Faison?

Favorable..... 10%
Unfavorable 20%
Not sure 70%

Q4 The Democratic candidates for Governor are Bruce Blackmon, Walter Dalton, Gary Dunn, Bob Etheridge, Bill Faison, and Gardenia Henley. If the election was today, who would you vote for?

Bruce Blackmon..... 5%
Walter Dalton..... 19%
Gary Dunn 2%
Bob Etheridge..... 26%
Bill Faison 2%
Gardenia Henley..... 4%
Undecided..... 41%

Q5 The Democratic candidates for Lieutenant Governor are Linda Coleman and Eric Mansfield. If the election was today, who would you vote for?

Linda Coleman..... 25%
Eric Mansfield 15%
Undecided..... 61%

Q6 The Democratic candidates for Agriculture Commissioner are Scott Bryant and Walter Smith. If the election was today, who would you vote for?

Scott Bryant..... 14%
Walter Smith 13%
Undecided..... 73%

Q7 The Democratic candidates for Labor Commissioner are John Brooks, Marlowe Foster, and Ty Richardson. If the election was today, who would you vote for?

John Brooks..... 13%
Marlowe Foster..... 9%
Ty Richardson..... 26%
Undecided..... 52%

Q8 The Democratic candidates for State Treasurer are Janet Cowell and Ron Elmer. If the election was today, who would you vote for?

Janet Cowell..... 32%
Ron Elmer..... 14%
Undecided..... 54%

Q9 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 16%
Somewhat liberal 29%
Moderate..... 29%
Somewhat conservative..... 18%
Very conservative 8%

Q10 If you are a woman, press 1. If a man, press 2.

Woman 61%
Man..... 39%



Q11 If you are a Democrat, press 1. If an independent, press 2.

Democrat 90%
Independent..... 10%

Q12 If you are white, press 1. If African-American, press 2. If other, press 3.

White 64%
African-American 30%
Other..... 6%

Q13 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..... 24%
46 to 65..... 36%
Older than 65..... 28%

Q14

252..... 14%
336..... 15%
704..... 18%
828..... 10%
910..... 15%
919..... 28%



Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Dalton Favorability						
Favorable	22%	30%	18%	22%	23%	14%
Unfavorable	16%	12%	13%	14%	26%	24%
Not sure	62%	57%	69%	64%	52%	62%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Eheridge Favorability						
Favorable	34%	46%	38%	36%	19%	18%
Unfavorable	17%	10%	11%	16%	29%	36%
Not sure	49%	44%	52%	48%	52%	45%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Faison Favorability						
Favorable	10%	15%	6%	11%	10%	8%
Unfavorable	20%	17%	15%	21%	29%	18%
Not sure	70%	68%	79%	68%	61%	73%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Gov Primary						
Bruce Blackmon	5%	11%	3%	1%	6%	11%
Walter Dalton	19%	18%	23%	23%	13%	6%
Gary Dunn	2%	5%	1%	2%	2%	4%
Bob Eheridge	26%	24%	31%	32%	13%	21%
Bill Faison	2%	1%	1%	1%	2%	4%
Gardenia Henley	4%	5%	6%	2%	8%	-
Undecided	41%	35%	34%	40%	56%	54%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem LG Primary						
Linda Coleman	25%	34%	23%	26%	21%	18%
Eric Mansfield	15%	8%	15%	18%	13%	18%
Undecided	61%	58%	62%	57%	66%	64%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Ag Primary						
Scott Bryant	14%	14%	9%	15%	20%	17%
Walter Smith	13%	17%	12%	16%	6%	20%
Undecided	73%	70%	79%	69%	75%	64%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Labor Primary						
John Brooks	13%	18%	7%	14%	17%	15%
Marlowe Foster	9%	1%	10%	14%	7%	4%
Ty Richardson	26%	24%	26%	34%	24%	3%
Undecided	52%	57%	57%	39%	51%	78%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2012 Dem Treasurer Primary						
Janet Cowell	32%	25%	34%	42%	23%	22%
Ron Elmer	14%	13%	6%	16%	24%	15%
Undecided	54%	63%	60%	43%	53%	62%





Crosstabs

	Base	Gender	
		Woman	Man
Dalton Favorability			
Favorable	22%	18%	27%
Unfavorable	16%	15%	19%
Not sure	62%	67%	54%

	Base	Gender	
		Woman	Man
Etheridge Favorability			
Favorable	34%	33%	35%
Unfavorable	17%	13%	25%
Not sure	49%	55%	40%

	Base	Gender	
		Woman	Man
Faison Favorability			
Favorable	10%	10%	10%
Unfavorable	20%	15%	28%
Not sure	70%	75%	63%

	Base	Gender	
		Woman	Man
2012 Dem Gov Primary			
Bruce Blackmon	5%	4%	6%
Walter Dalton	19%	15%	25%
Gary Dunn	2%	3%	2%
Bob Etheridge	26%	23%	31%
Bill Faison	2%	1%	2%
Gardenia Henley	4%	3%	6%
Undecided	41%	50%	28%





Crosstabs

	Base	Gender	
		Woman	Man
2012 Dem LG Primary			
Linda Coleman	25%	18%	35%
Eric Mansfield	15%	12%	19%
Undecided	61%	70%	46%

	Base	Gender	
		Woman	Man
2012 Dem Ag Primary			
Scott Bryant	14%	10%	21%
Walter Smith	13%	8%	21%
Undecided	73%	82%	59%

	Base	Gender	
		Woman	Man
2012 Dem Labor Primary			
John Brooks	13%	8%	21%
Marlowe Foster	9%	5%	14%
Ty Richardson	26%	28%	22%
Undecided	52%	59%	42%

	Base	Gender	
		Woman	Man
2012 Dem Treasurer Primary			
Janet Cowell	32%	27%	39%
Ron Elmer	14%	13%	16%
Undecided	54%	61%	45%





Crosstabs

	Base	Party	
		Democrat	Independent
Dalton Favorability			
Favorable	22%	22%	21%
Unfavorable	16%	16%	19%
Not sure	62%	62%	60%

	Base	Party	
		Democrat	Independent
Etheridge Favorability			
Favorable	34%	34%	29%
Unfavorable	17%	17%	23%
Not sure	49%	49%	48%

	Base	Party	
		Democrat	Independent
Faison Favorability			
Favorable	10%	10%	11%
Unfavorable	20%	20%	20%
Not sure	70%	70%	70%

	Base	Party	
		Democrat	Independent
2012 Dem Gov Primary			
Bruce Blackmon	5%	6%	-
Walter Dalton	19%	18%	26%
Gary Dunn	2%	3%	-
Bob Etheridge	26%	26%	30%
Bill Faison	2%	1%	3%
Gardenia Henley	4%	5%	-
Undecided	41%	41%	41%





Crosstabs

	Base	Party	
		Democrat	Independent
2012 Dem LG Primary			
Linda Coleman	25%	25%	19%
Eric Mansfield	15%	14%	21%
Undecided	61%	61%	60%

	Base	Party	
		Democrat	Independent
2012 Dem Ag Primary			
Scott Bryant	14%	14%	16%
Walter Smith	13%	13%	13%
Undecided	73%	73%	71%

	Base	Party	
		Democrat	Independent
2012 Dem Labor Primary			
John Brooks	13%	13%	21%
Marlowe Foster	9%	10%	-
Ty Richardson	26%	24%	38%
Undecided	52%	53%	40%

	Base	Party	
		Democrat	Independent
2012 Dem Treasurer Primary			
Janet Cowell	32%	31%	38%
Ron Elmer	14%	14%	18%
Undecided	54%	55%	44%





Crosstabs

	Base	Race		
		White	African-American	Other
Dalton Favorability				
Favorable	22%	22%	21%	17%
Unfavorable	16%	15%	17%	21%
Not sure	62%	62%	61%	62%

	Base	Race		
		White	African-American	Other
Etheridge Favorability				
Favorable	34%	37%	27%	30%
Unfavorable	17%	16%	18%	36%
Not sure	49%	47%	55%	34%

	Base	Race		
		White	African-American	Other
Faison Favorability				
Favorable	10%	10%	7%	21%
Unfavorable	20%	19%	20%	28%
Not sure	70%	71%	73%	50%

	Base	Race		
		White	African-American	Other
2012 Dem Gov Primary				
Bruce Blackmon	5%	3%	8%	8%
Walter Dalton	19%	19%	22%	4%
Gary Dunn	2%	3%	2%	-
Bob Etheridge	26%	27%	24%	24%
Bill Faison	2%	1%	2%	11%
Gardenia Henley	4%	4%	4%	15%
Undecided	41%	43%	38%	38%





Crosstabs

	Base	Race		
		White	African-American	Other
2012 Dem LG Primary				
Linda Coleman	25%	25%	23%	32%
Eric Mansfield	15%	13%	21%	6%
Undecided	61%	63%	56%	62%

	Base	Race		
		White	African-American	Other
2012 Dem Ag Primary				
Scott Bryant	14%	15%	12%	17%
Walter Smith	13%	10%	20%	13%
Undecided	73%	75%	68%	69%

	Base	Race		
		White	African-American	Other
2012 Dem Labor Primary				
John Brooks	13%	14%	11%	13%
Marlowe Foster	9%	7%	13%	8%
Ty Richardson	26%	28%	19%	30%
Undecided	52%	50%	57%	49%

	Base	Race		
		White	African-American	Other
2012 Dem Treasurer Primary				
Janet Cowell	32%	33%	27%	40%
Ron Elmer	14%	13%	17%	13%
Undecided	54%	54%	56%	47%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dalton Favorability					
Favorable	22%	23%	17%	23%	24%
Unfavorable	16%	15%	21%	18%	10%
Not sure	62%	62%	62%	59%	66%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Etheridge Favorability					
Favorable	34%	35%	33%	34%	33%
Unfavorable	17%	19%	14%	19%	17%
Not sure	49%	46%	52%	47%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Faison Favorability					
Favorable	10%	19%	5%	11%	9%
Unfavorable	20%	23%	17%	20%	21%
Not sure	70%	58%	78%	69%	71%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Gov Primary					
Bruce Blackmon	5%	15%	2%	4%	5%
Walter Dalton	19%	12%	14%	25%	19%
Gary Dunn	2%	-	2%	5%	1%
Bob Etheridge	26%	19%	31%	25%	26%
Bill Faison	2%	-	-	3%	2%
Gardenia Henley	4%	12%	7%	3%	1%
Undecided	41%	42%	43%	36%	46%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem LG Primary					
Linda Coleman	25%	36%	21%	28%	18%
Eric Mansfield	15%	12%	10%	17%	16%
Undecided	61%	52%	69%	54%	66%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Ag Primary					
Scott Bryant	14%	23%	7%	16%	14%
Walter Smith	13%	19%	14%	11%	13%
Undecided	73%	58%	79%	73%	73%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Labor Primary					
John Brooks	13%	19%	7%	16%	13%
Marlowe Foster	9%	15%	7%	8%	8%
Ty Richardson	26%	27%	24%	30%	21%
Undecided	52%	38%	62%	45%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2012 Dem Treasurer Primary					
Janet Cowell	32%	38%	26%	30%	35%
Ron Elmer	14%	19%	17%	13%	11%
Undecided	54%	42%	57%	57%	54%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Dalton Favorability							
Favorable	22%	26%	24%	12%	37%	19%	21%
Unfavorable	16%	12%	12%	24%	11%	20%	16%
Not sure	62%	62%	64%	64%	52%	62%	63%

	Base	Area Code					
		252	336	704	828	910	919
Etheridge Favorability							
Favorable	34%	35%	23%	8%	25%	31%	59%
Unfavorable	17%	22%	15%	27%	14%	19%	11%
Not sure	49%	42%	62%	65%	61%	50%	30%

	Base	Area Code					
		252	336	704	828	910	919
Faison Favorability							
Favorable	10%	14%	14%	3%	10%	12%	9%
Unfavorable	20%	18%	7%	24%	16%	19%	28%
Not sure	70%	69%	79%	74%	74%	69%	63%

	Base	Area Code					
		252	336	704	828	910	919
2012 Dem Gov Primary							
Bruce Blackmon	5%	11%	7%	3%	4%	5%	2%
Walter Dalton	19%	23%	29%	26%	30%	12%	7%
Gary Dunn	2%	-	4%	-	9%	2%	2%
Bob Etheridge	26%	18%	12%	10%	18%	29%	50%
Bill Faison	2%	-	6%	-	-	2%	1%
Gardenia Henley	4%	2%	2%	7%	3%	6%	4%
Undecided	41%	46%	39%	54%	36%	43%	33%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
2012 Dem LG Primary							
Linda Coleman	25%	17%	19%	30%	46%	20%	24%
Eric Mansfield	15%	16%	12%	12%	7%	27%	14%
Undecided	61%	67%	70%	59%	48%	53%	63%

	Base	Area Code					
		252	336	704	828	910	919
2012 Dem Ag Primary							
Scott Bryant	14%	13%	20%	15%	11%	12%	14%
Walter Smith	13%	13%	12%	17%	19%	6%	13%
Undecided	73%	74%	68%	67%	70%	82%	73%

	Base	Area Code					
		252	336	704	828	910	919
2012 Dem Labor Primary							
John Brooks	13%	17%	13%	14%	14%	11%	13%
Marlowe Foster	9%	4%	10%	10%	12%	12%	7%
Ty Richardson	26%	25%	24%	28%	26%	21%	28%
Undecided	52%	54%	53%	49%	47%	57%	53%

	Base	Area Code					
		252	336	704	828	910	919
2012 Dem Treasurer Primary							
Janet Cowell	32%	18%	29%	26%	32%	19%	51%
Ron Elmer	14%	20%	11%	21%	12%	14%	9%
Undecided	54%	63%	60%	53%	57%	67%	40%

