

FOR IMMEDIATE RELEASE

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

Voters Say Impact of Newspaper Endorsements Limited

Raleigh, N.C. – A new PPP survey of North Carolina voters finds 69% of them say that newspaper endorsements have minimal or no impact when it comes to who they choose to support in elections.

20% of respondents said they have a ‘moderate’ impact and 11% said the effect on their votes is ‘significant.’ Perhaps not surprisingly given the historical allegations of liberal bias against several of the state’s major papers, conservatives are the least likely to grant that endorsements have more than a minimal impact on their votes, with only 25% expressing that opinion. 34% of moderates and 42% of liberals describe newspaper nods as either a moderate or significant influence on their voting behavior.

“Newspaper endorsements are certainly something that political candidates would rather have than not,” said Dean Debnam, President of Public Policy Polling. “But whether they carry the sway they did once upon a time looks doubtful. Pat McCrory learned that last fall.”

The state’s two most read papers, the Raleigh News&Observer and Charlotte Observer, are both viewed pretty favorably by most voters who have an opinion about them.

Statewide 31% of voters have a favorable impression of the Raleigh paper with only 15% holding a negative one. In the Triangle, where most of the paper’s readership lies, the number improves to 63/16.

For the Charlotte Observer the figures are 25/16 across the entire state of North Carolina, and 47/33 in the paper’s primary circulation area.

PPP surveyed 502 North Carolina voters on March 16th and 17th. The survey’s margin of error is +/-4.4%. 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 Do newspaper endorsements have any impact on your vote in public elections? If newspaper endorsements have a significant impact, press 1. If moderate impact, press 2. If minimal impact, press 3. If no impact, press 4.

Significant Impact 11%
Moderate Impact..... 20%
Minimal Impact..... 33%
No Impact 36%

Q2 Do you have a favorable or unfavorable opinion of the Raleigh News & Observer? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 31%
Unfavorable 15%
Not Sure..... 53%

Q3 Do you have a favorable or unfavorable opinion of the Charlotte Observer? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 25%
Unfavorable 16%
Not Sure..... 59%

Q4 Would you describe yourself as liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 21%
Moderate..... 36%
Conservative..... 43%

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

Woman 48%
Man..... 52%

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..... 36%
Independent/Other..... 16%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 77%
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..... 26%
46 to 65..... 40%
Older than 65..... 20%

Q9

252..... 13%
336..... 20%
704..... 18%
828..... 14%
910..... 13%
919..... 23%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Newspaper Endorsements Impact				
Significant Impact	11%	15%	12%	9%
Moderate Impact	20%	27%	22%	16%
Minimal Impact	33%	27%	38%	31%
No Impact	36%	31%	28%	44%

	Base	Ideology		
		Liberal	Moderate	Conservative
News & Observer Favorability				
Favorable	31%	34%	36%	27%
Unfavorable	15%	16%	12%	17%
Not Sure	53%	49%	53%	56%

	Base	Ideology		
		Liberal	Moderate	Conservative
Charlotte Observer				
Favorable	25%	23%	30%	22%
Unfavorable	16%	12%	18%	17%
Not Sure	59%	65%	52%	61%

	Base	Gender	
		Woman	Man
Newspaper Endorsements Impact			
Significant Impact	11%	13%	10%
Moderate Impact	20%	21%	20%
Minimal Impact	33%	33%	33%
No Impact	36%	34%	37%





Crosstabs

	Base	Gender	
		Woman	Man
News & Observer Favorability			
Favorable	31%	32%	31%
Unfavorable	15%	12%	18%
Not Sure	53%	56%	51%

	Base	Gender	
		Woman	Man
Charlotte Observer			
Favorable	25%	22%	28%
Unfavorable	16%	15%	17%
Not Sure	59%	63%	55%

	Base	Party		
		Democrat	Republican	Independent/Other
Newspaper Endorsements Impact				
Significant Impact	11%	14%	8%	10%
Moderate Impact	20%	24%	15%	21%
Minimal Impact	33%	31%	40%	24%
No Impact	36%	31%	37%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
News & Observer Favorability				
Favorable	31%	36%	24%	35%
Unfavorable	15%	12%	21%	11%
Not Sure	53%	53%	55%	54%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Charlotte Observer				
Favorable	25%	27%	22%	25%
Unfavorable	16%	15%	18%	16%
Not Sure	59%	58%	59%	60%

	Base	Race		
		White	African-American	Other
Newspaper Endorsements Impact				
Significant Impact	11%	9%	21%	10%
Moderate Impact	20%	22%	16%	6%
Minimal Impact	33%	35%	29%	12%
No Impact	36%	35%	34%	72%

	Base	Race		
		White	African-American	Other
News & Observer Favorability				
Favorable	31%	32%	30%	34%
Unfavorable	15%	13%	19%	30%
Not Sure	53%	55%	51%	36%

	Base	Race		
		White	African-American	Other
Charlotte Observer				
Favorable	25%	26%	20%	29%
Unfavorable	16%	14%	24%	18%
Not Sure	59%	60%	56%	53%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Newspaper Endorsements Impact					
Significant Impact	11%	16%	11%	6%	18%
Moderate Impact	20%	21%	20%	23%	16%
Minimal Impact	33%	26%	28%	36%	38%
No Impact	36%	37%	41%	35%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
News & Observer Favorability					
Favorable	31%	35%	28%	33%	30%
Unfavorable	15%	20%	23%	11%	10%
Not Sure	53%	45%	49%	56%	60%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Charlotte Observer					
Favorable	25%	20%	19%	27%	32%
Unfavorable	16%	20%	22%	15%	8%
Not Sure	59%	60%	59%	57%	61%

	Base	Area Code					
		252	336	704	828	910	919
Newspaper Endorsements Impact							
Significant Impact	11%	7%	8%	12%	13%	16%	12%
Moderate Impact	20%	23%	24%	23%	21%	14%	17%
Minimal Impact	33%	32%	36%	25%	29%	44%	34%
No Impact	36%	38%	33%	40%	38%	26%	37%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
News & Observer Favorability							
Favorable	31%	30%	14%	23%	18%	30%	63%
Unfavorable	15%	18%	13%	18%	8%	17%	16%
Not Sure	53%	52%	73%	58%	74%	53%	21%

	Base	Area Code					
		252	336	704	828	910	919
Charlotte Observer							
Favorable	25%	17%	19%	47%	44%	20%	8%
Unfavorable	16%	16%	11%	33%	10%	16%	11%
Not Sure	59%	67%	71%	20%	46%	64%	81%

