

**FOR IMMEDIATE RELEASE**

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**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

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

## **Republican Leaders Little Known**

**Raleigh, N.C.** – Tom Fetzer, Phil Berger, and Paul Stam may get a lot of tv air time spreading the word on behalf of the Republican Party, but by and large North Carolinians have no idea who they are.

90% of voters in the state say they don't know enough about Berger or Stam to have an opinion about them, and 82% say the same of Fetzer.

For the few voters who do claim to have an opinion about the trio, it's a negative one. 11% have an unfavorable opinion of Fetzer to 8% who see him positively. For Berger and Stam 7% have a negative view of them to 4% for the former and 3% for the latter with a favorable one.

The party breakdown on Berger and Stam's numbers suggest that even people who have an opinion about them may not really know who they are. Berger's favorability with Democrats is actually slightly higher at 4% than it is with Republicans at 3%. Stam's is 3% with both parties. Only Fetzer's show a real party division- his favorability with GOP voters is a net +2 while with Democrats it's -8.

Fetzer is just as anonymous as Berger and Stam in most of the state but has better name recognition overall because almost half of voters in the Triangle, where he once served as Mayor of Raleigh, have an opinion about him.

"There is a real void of identifiable leadership for Republicans in North Carolina," said Dean Debnam, President of Public Policy Polling. "The most visible and vocal spokesmen for their party are complete unknowns to voters in the state."

PPP surveyed 742 North Carolina voters from April 8<sup>th</sup> to 11<sup>th</sup>. The survey's margin of error is +/-3.6%. 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](http://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 you have a favorable or unfavorable opinion of Phil Berger? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 4%  
*Unfavorable* ..... 7%  
*Not Sure*..... 90%

**Q2** Do you have a favorable or unfavorable opinion of Tom Fetzner? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 8%  
*Unfavorable* ..... 11%  
*Not Sure*..... 82%

**Q3** Do you have a favorable or unfavorable opinion of Paul Stam? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 3%  
*Unfavorable* ..... 7%  
*Not Sure*..... 90%

**Q4** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

*McCain*..... 49%  
*Obama*..... 48%  
*Someone else/Don't remember* ..... 3%

**Q5** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 17%  
*Moderate*..... 39%  
*Conservative*..... 44%

**Q6** 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*..... 14%  
*Suburban* ..... 28%  
*Rural*..... 28%  
*Small Town*..... 30%

**Q7** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 56%  
*Man*..... 44%

**Q8** 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*..... 47%  
*Republican*..... 35%  
*Independent/Other*..... 17%

**Q9** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 75%  
*African-American* ..... 22%  
*Other*..... 3%

**Q10** 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*..... 8%  
*30 to 45*..... 25%  
*46 to 65*..... 45%  
*Older than 65*..... 22%





**Q11**

252.....	15%
336.....	20%
704.....	24%
828.....	14%
910.....	11%
919.....	17%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Berger Favorability</b>				
<b>Favorable</b>	4%	3%	5%	-
<b>Unfavorable</b>	7%	7%	7%	7%
<b>Not Sure</b>	89%	91%	88%	93%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Fetzer Favorability</b>				
<b>Favorable</b>	8%	10%	5%	20%
<b>Unfavorable</b>	11%	6%	15%	17%
<b>Not Sure</b>	81%	84%	80%	62%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Stam Favorability</b>				
<b>Favorable</b>	3%	2%	4%	7%
<b>Unfavorable</b>	7%	7%	7%	3%
<b>Not Sure</b>	90%	90%	89%	90%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Berger Favorability</b>				
<b>Favorable</b>	4%	3%	5%	3%
<b>Unfavorable</b>	7%	10%	8%	4%
<b>Not Sure</b>	90%	87%	87%	93%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Fetzer Favorability</b>				
<b>Favorable</b>	8%	1%	8%	10%
<b>Unfavorable</b>	11%	16%	14%	6%
<b>Not Sure</b>	82%	83%	78%	84%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Stam Favorability</b>				
<b>Favorable</b>	3%	2%	5%	3%
<b>Unfavorable</b>	7%	11%	8%	5%
<b>Not Sure</b>	90%	88%	87%	92%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Berger Favorability</b>					
<b>Favorable</b>	4%	8%	4%	2%	3%
<b>Unfavorable</b>	7%	12%	3%	7%	7%
<b>Not Sure</b>	90%	80%	93%	91%	90%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Fetzer Favorability</b>					
<b>Favorable</b>	8%	9%	8%	5%	9%
<b>Unfavorable</b>	11%	24%	11%	7%	7%
<b>Not Sure</b>	82%	67%	80%	87%	84%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Stam Favorability</b>					
<b>Favorable</b>	3%	8%	3%	3%	2%
<b>Unfavorable</b>	7%	16%	5%	5%	6%
<b>Not Sure</b>	90%	76%	92%	92%	92%

	Base	Gender	
		Woman	Man
<b>Berger Favorability</b>			
<b>Favorable</b>	4%	4%	4%
<b>Unfavorable</b>	7%	5%	9%
<b>Not Sure</b>	90%	91%	87%

	Base	Gender	
		Woman	Man
<b>Fetzer Favorability</b>			
<b>Favorable</b>	8%	5%	11%
<b>Unfavorable</b>	11%	10%	12%
<b>Not Sure</b>	82%	85%	77%

	Base	Gender	
		Woman	Man
<b>Stam Favorability</b>			
<b>Favorable</b>	3%	3%	4%
<b>Unfavorable</b>	7%	6%	8%
<b>Not Sure</b>	90%	91%	88%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Berger Favorability</b>				
<b>Favorable</b>	4%	4%	3%	2%
<b>Unfavorable</b>	7%	8%	6%	7%
<b>Not Sure</b>	90%	88%	91%	91%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Fetzer Favorability</b>				
<b>Favorable</b>	8%	6%	9%	12%
<b>Unfavorable</b>	11%	14%	7%	11%
<b>Not Sure</b>	82%	81%	85%	77%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Stam Favorability</b>				
<b>Favorable</b>	3%	3%	3%	4%
<b>Unfavorable</b>	7%	7%	6%	7%
<b>Not Sure</b>	90%	89%	91%	89%

	Base	Race		
		White	African-American	Other
<b>Berger Favorability</b>				
<b>Favorable</b>	4%	3%	5%	-
<b>Unfavorable</b>	7%	5%	10%	14%
<b>Not Sure</b>	90%	91%	84%	86%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Fetzer Favorability</b>				
<b>Favorable</b>	8%	9%	3%	-
<b>Unfavorable</b>	11%	9%	18%	14%
<b>Not Sure</b>	82%	82%	79%	86%

	Base	Race		
		White	African-American	Other
<b>Stam Favorability</b>				
<b>Favorable</b>	3%	3%	5%	-
<b>Unfavorable</b>	7%	6%	9%	14%
<b>Not Sure</b>	90%	91%	87%	86%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Berger Favorability</b>					
<b>Favorable</b>	4%	16%	2%	2%	3%
<b>Unfavorable</b>	7%	6%	10%	7%	4%
<b>Not Sure</b>	90%	77%	88%	91%	93%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fetzer Favorability</b>					
<b>Favorable</b>	8%	16%	6%	6%	10%
<b>Unfavorable</b>	11%	13%	12%	12%	5%
<b>Not Sure</b>	82%	71%	82%	81%	85%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Stam Favorability</b>					
<b>Favorable</b>	3%	13%	2%	2%	3%
<b>Unfavorable</b>	7%	10%	6%	8%	4%
<b>Not Sure</b>	90%	77%	91%	89%	93%

	Base	Area Code					
		252	336	704	828	910	919
<b>Berger Favorability</b>							
<b>Favorable</b>	4%	3%	5%	3%	4%	5%	3%
<b>Unfavorable</b>	7%	6%	8%	5%	7%	7%	8%
<b>Not Sure</b>	90%	91%	87%	92%	90%	88%	88%

	Base	Area Code					
		252	336	704	828	910	919
<b>Fetzer Favorability</b>							
<b>Favorable</b>	8%	9%	3%	4%	4%	6%	23%
<b>Unfavorable</b>	11%	7%	7%	7%	6%	14%	24%
<b>Not Sure</b>	82%	84%	90%	89%	90%	80%	53%

	Base	Area Code					
		252	336	704	828	910	919
<b>Stam Favorability</b>							
<b>Favorable</b>	3%	1%	3%	1%	1%	10%	7%
<b>Unfavorable</b>	7%	6%	4%	7%	5%	9%	11%
<b>Not Sure</b>	90%	94%	93%	92%	93%	81%	82%

