



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

Perdue breaks race open

Raleigh, N.C. – After three months of polling showing the race for Governor tight, Bev Perdue has expanded her lead to nine points.

Perdue leads Pat McCrory 46-37 in PPP's newest survey. Last month she led just 42-41.

There are indications within the poll that Perdue's endorsement by former rival Richard Moore could be responsible for her boost. She leads 76-12 among self identified Democrats, a significant improvement from the 68-19 advantage she had with them in PPP's last poll.

“Bev Perdue is finally out to the strong lead many expected from her,” said Dean Debnam, President of Public Policy Polling. “There's no doubt that some of the luster has been taken off of Pat McCrory's message of change in the last few weeks. Some of Richard Moore's former supporters who may have contemplated crossing over to support McCrory appear to be heading back toward the Democratic camp.”

Incumbents leading their contests for reelection include Roy Cooper for Attorney General, Elaine Marshall for Secretary of State, Cherie Berry for Labor Commissioner, June Atkinson for Superintendent of Public Instruction, and Steve Troxler for Agriculture Commissioner.

State Auditor Les Merritt continues to trail challenger Beth Wood, 46-34 in this poll. Wood has led in every survey since the primary.

In the open Council of State races Walter Dalton leads for Lieutenant Governor, while John Odom and Bill Daughtridge have one point leads for Insurance Commissioner and Treasurer respectively.

PPP surveyed 823 likely voters from July 23rd to 27th. The survey's margin of error is +/-3.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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 The candidates for Governor are Republican Pat McCrory, Libertarian Michael Munger, and Democrat Bev Perdue. If the election was today, who would you vote for? If Pat McCrory, press 1. If Michael Munger, press 2. If Bev Perdue, press 3. If you're undecided, press 4.

McCrory 37% Perdue 46%
Munger..... 6% Undecided..... 11%

Q2 The candidates for Lieutenant Governor are Democrat Walter Dalton, Republican Robert Pittenger, and Libertarian Phillip Rhodes. If the election was today, who would you vote for? If Walter Dalton, press 1. If Robert Pittenger, press 2. If Phillip Rhodes, press 3. If you're undecided, press 4.

Dalton..... 40% Rhodes..... 6%
Pittenger..... 36% Undecided..... 19%

Q3 The candidates for Treasurer are Democrat Janet Cowell and Republican Bill Daughtridge. If the election was today, who would you vote for? If Janet Cowell, press 1. If Bill Daughtridge, press 2. If you're undecided, press 3.

Cowell.....40% Undecided.....19%
Daughtridge41%

Q4 The candidates for Attorney General are Democrat Roy Cooper and Republican Bob Crumley. If the election was today, who would you vote for? If Roy Cooper, press 1. If Bob Crumley, press 2. If you're undecided, press 3.

Cooper.....50% Undecided.....14%
Crumley35%

Q5 The candidates for Auditor are Republican Leslie Merritt and Democrat Beth Wood. If the election was today, who would you vote for? If Leslie Merritt, press 1. If Beth Wood, press 2. If you're undecided, press 3.

Merritt 34%
Wood 46%
Undecided..... 20%

Q6 The candidates for Superintendent of Public Instruction are Democrat June Atkinson and Republican Richard Morgan. If the election was today, who would you vote for? If June Atkinson, press 1. If Richard Morgan, press 2. If you're undecided, press 3.

Atkinson.....44% Undecided.....20%
Morgan.....37%

Q7 The candidates for Insurance Commissioner are Democrat Wayne Goodwin, Libertarian Mark McMains, and Republican John Odom. If the election was today, who would you vote for? If Wayne Goodwin, press 1. If Mark McMains, press 2. If John Odom, press 3. If you're undecided, press 4.

Goodwin.....36% Odom.....37%
McMains10% Undecided.....17%

Q8 The candidates for Secretary of State are Democrat Elaine Marshall and Republican Jack Sawyer. If the election was today, who would you vote for? If Elaine Marshall, press 1. If Jack Sawyer, press 2. If you're undecided, press 3.

Marshall 46% Undecided..... 18%
Sawyer..... 36%





Q9 The candidates for Agriculture Commissioner are Democrat Ronnie Ansley and Republican Steve Troxler. If the election was today, who would you vote for? If Ronnie Ansley, press 1. If Steve Troxler, press 2. If you're undecided, press 3.

Ansley.....38% *Undecided*.....18%
Troxler.....44%

Q10 The candidates for Labor Commissioner are Republican Cherie Berry and Democrat Mary Fant Donnan. If the election was today, who would you vote for? If Cherie Berry, press 1. If Mary Fant Donnan, press 2. If you're undecided, press 3.

Berry.....42%
Donnan.....38%
Undecided.....20%

Q11 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq.....18%
Education.....6%
Economy and Jobs.....47%
Taxes.....5%
Moral and family values.....12%
Health care.....5%
Immigration.....6%
Other.....2%

Q12 If you are a woman, press 1, if a man, press 2.

Woman.....54%
Man.....46%

Q13 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.....46%
Republican.....38%
Independent/Other.....16%

Q14 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White.....77%
African-American.....20%
Other.....3%

Q15 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.....13%
30 to 45.....32%
46 to 65.....38%
Older than 65.....17%





Crosstabs

	Base	Gender	
		Woman	Man
Governor			
McCroy	37%	35%	39%
Munger	6%	4%	9%
Perdue	46%	48%	43%
Undecided	11%	13%	8%

	Base	Gender	
		Woman	Man
Lieutenant Governor			
Dalton	40%	41%	38%
Pittenger	36%	31%	41%
Rhodes	6%	7%	5%
Undecided	19%	22%	16%

	Base	Gender	
		Woman	Man
Treasurer			
Cowell	40%	40%	39%
Daughtridge	41%	37%	46%
Undecided	19%	23%	15%

	Base	Gender	
		Woman	Man
Attorney General			
Cooper	50%	51%	50%
Crumley	35%	32%	39%
Undecided	14%	17%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Auditor			
Merritt	34%	29%	40%
Wood	46%	49%	42%
Undecided	20%	22%	18%

	Base	Gender	
		Woman	Man
Superintendent			
Atkinson	44%	47%	40%
Morgan	37%	32%	43%
Undecided	20%	22%	17%

	Base	Gender	
		Woman	Man
Insurance			
Goodwin	36%	38%	33%
McMains	10%	6%	15%
Odom	37%	36%	37%
Undecided	17%	20%	14%

	Base	Gender	
		Woman	Man
Secretary of State			
Marshall	46%	50%	42%
Sawyer	36%	30%	43%
Undecided	18%	20%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Agriculture			
Ansley	38%	39%	37%
Troxler	44%	40%	49%
Undecided	18%	21%	14%

	Base	Gender	
		Woman	Man
Labor			
Berry	42%	38%	47%
Donnan	38%	38%	38%
Undecided	20%	24%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Governor				
McCrory	37%	12%	72%	27%
Munger	6%	2%	8%	13%
Perdue	46%	76%	12%	41%
Undecided	11%	10%	9%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Lieutenant Governor				
Dalton	40%	66%	11%	33%
Pittenger	36%	9%	72%	27%
Rhodes	6%	7%	3%	8%
Undecided	19%	18%	13%	33%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Treasurer				
Cowell	40%	70%	9%	27%
Daughtridge	41%	13%	76%	39%
Undecided	19%	18%	15%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
Attorney General				
Cooper	50%	76%	22%	45%
Crumley	35%	9%	68%	31%
Undecided	14%	14%	11%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Auditor				
Merritt	34%	11%	62%	33%
Wood	46%	71%	20%	33%
Undecided	20%	17%	18%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
Superintendent				
Atkinson	44%	73%	13%	34%
Morgan	37%	12%	68%	35%
Undecided	20%	16%	19%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Insurance				
Goodwin	36%	67%	5%	21%
McMains	10%	7%	11%	18%
Odom	37%	11%	70%	31%
Undecided	17%	15%	14%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Secretary of State				
Marshall	46%	76%	13%	39%
Sawyer	36%	8%	71%	32%
Undecided	18%	16%	15%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Agriculture				
Ansley	38%	69%	6%	28%
Troxler	44%	15%	79%	41%
Undecided	18%	17%	14%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Labor				
Berry	42%	18%	72%	41%
Donnan	38%	64%	10%	28%
Undecided	20%	18%	18%	31%





Crosstabs

	Base	Race		
		White	African-American	Other
Governor				
McCrory	37%	46%	6%	23%
Munger	6%	6%	7%	18%
Perdue	46%	39%	73%	32%
Undecided	11%	9%	14%	27%

	Base	Race		
		White	African-American	Other
Lieutenant Governor				
Dalton	40%	35%	62%	20%
Pittenger	36%	43%	10%	27%
Rhodes	6%	5%	6%	16%
Undecided	19%	17%	23%	36%

	Base	Race		
		White	African-American	Other
Treasurer				
Cowell	40%	34%	62%	34%
Daughtride	41%	47%	17%	39%
Undecided	19%	19%	21%	27%

	Base	Race		
		White	African-American	Other
Attorney General				
Cooper	50%	47%	67%	33%
Crumley	35%	41%	12%	31%
Undecided	14%	12%	21%	36%





Crosstabs

	Base	Race		
		White	African-American	Other
Auditor				
Merritt	34%	41%	8%	34%
Wood	46%	39%	72%	39%
Undecided	20%	20%	19%	27%

	Base	Race		
		White	African-American	Other
Superintendent				
Atkinson	44%	38%	69%	29%
Morgan	37%	43%	13%	34%
Undecided	20%	19%	18%	37%

	Base	Race		
		White	African-American	Other
Insurance				
Goodwin	36%	30%	60%	27%
McMains	10%	9%	13%	11%
Odom	37%	44%	10%	27%
Undecided	17%	17%	17%	34%

	Base	Race		
		White	African-American	Other
Secretary of State				
Marshall	46%	41%	67%	39%
Sawyer	36%	43%	12%	29%
Undecided	18%	17%	21%	32%





Crosstabs

	Base	Race		
		White	African-American	Other
Agriculture				
Ansley	38%	32%	64%	36%
Troxler	44%	52%	14%	38%
Undecided	18%	16%	22%	26%

	Base	Race		
		White	African-American	Other
Labor				
Berry	42%	49%	16%	32%
Donnan	38%	32%	61%	34%
Undecided	20%	19%	23%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Governor					
McCroy	37%	25%	38%	35%	48%
Munger	6%	8%	11%	3%	5%
Perdue	46%	41%	41%	54%	39%
Undecided	11%	26%	10%	8%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lieutenant Governor					
Dalton	40%	32%	33%	49%	36%
Pittenger	36%	27%	39%	32%	44%
Rhodes	6%	10%	6%	6%	4%
Undecided	19%	31%	22%	14%	15%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Treasurer					
Cowell	40%	32%	37%	46%	35%
Daughtridge	41%	36%	45%	38%	44%
Undecided	19%	33%	18%	16%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Attorney General					
Cooper	50%	37%	49%	59%	44%
Crumley	35%	36%	40%	28%	42%
Undecided	14%	27%	11%	14%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Auditor					
Merritt	34%	29%	34%	32%	42%
Wood	46%	44%	46%	47%	42%
Undecided	20%	27%	19%	21%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Superintendent					
Atkinson	44%	43%	41%	50%	34%
Morgan	37%	31%	41%	32%	44%
Undecided	20%	25%	18%	18%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Insurance					
Goodwin	36%	28%	34%	43%	30%
McMains	10%	12%	12%	9%	9%
Odom	37%	34%	35%	34%	49%
Undecided	17%	25%	20%	15%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Secretary of State					
Marshall	46%	40%	45%	51%	40%
Sawyer	36%	35%	39%	31%	43%
Undecided	18%	25%	16%	17%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Agriculture					
Ansley	38%	31%	39%	42%	33%
Troxler	44%	41%	48%	38%	52%
Undecided	18%	28%	13%	20%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Labor					
Berry	42%	40%	45%	37%	51%
Donnan	38%	32%	39%	42%	30%
Undecided	20%	29%	17%	21%	19%





Crosstabs

		Base	Area Code					
			252	336	704	828	910	919
Governor								
	McCroy	37%	31%	36%	53%	36%	33%	33%
	Munger	6%	4%	7%	3%	10%	9%	6%
	Perdue	46%	53%	51%	35%	40%	44%	50%
	Undecided	11%	12%	6%	10%	13%	14%	11%

		Base	Area Code					
			252	336	704	828	910	919
Lieutenant Governor								
	Dalton	40%	43%	43%	35%	34%	37%	44%
	Pittenger	36%	36%	35%	44%	35%	35%	32%
	Rhodes	6%	2%	6%	4%	10%	9%	5%
	Undecided	19%	19%	17%	18%	21%	19%	20%

		Base	Area Code					
			252	336	704	828	910	919
Treasurer								
	Cowell	40%	41%	43%	35%	37%	38%	43%
	Daughtridge	41%	43%	36%	44%	40%	44%	42%
	Undecided	19%	16%	22%	21%	23%	19%	16%

		Base	Area Code					
			252	336	704	828	910	919
Attorney General								
	Cooper	50%	56%	57%	41%	42%	44%	57%
	Crumley	35%	30%	28%	39%	38%	41%	35%
	Undecided	14%	14%	14%	19%	20%	14%	7%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Auditor							
Merritt	34%	34%	29%	35%	35%	34%	38%
Wood	46%	52%	43%	40%	49%	44%	47%
Undecided	20%	15%	28%	25%	17%	22%	15%

	Base	Area Code					
		252	336	704	828	910	919
Superintendent							
Atkinson	44%	47%	41%	38%	37%	46%	51%
Morgan	37%	36%	36%	42%	38%	37%	32%
Undecided	20%	17%	23%	20%	24%	16%	17%

	Base	Area Code					
		252	336	704	828	910	919
Insurance							
Goodwin	36%	41%	40%	25%	37%	32%	41%
McMains	10%	10%	8%	14%	8%	11%	10%
Odom	37%	30%	34%	43%	40%	41%	33%
Undecided	17%	18%	18%	18%	16%	17%	17%

	Base	Area Code					
		252	336	704	828	910	919
Secretary of State							
Marshall	46%	52%	46%	37%	44%	47%	50%
Sawyer	36%	32%	34%	40%	36%	39%	36%
Undecided	18%	17%	19%	23%	21%	14%	14%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Agriculture							
Ansley	38%	44%	41%	33%	36%	35%	40%
Troxler	44%	42%	43%	40%	43%	51%	45%
Undecided	18%	14%	16%	27%	21%	15%	15%

	Base	Area Code					
		252	336	704	828	910	919
Labor							
Berry	42%	43%	44%	39%	45%	45%	39%
Donnan	38%	41%	33%	35%	40%	35%	42%
Undecided	20%	16%	23%	26%	15%	20%	19%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Governor									
McCrory	37%	27%	19%	30%	62%	73%	17%	68%	20%
Munger	6%	5%	11%	6%	6%	6%	4%	12%	7%
Perdue	46%	59%	51%	53%	23%	11%	68%	16%	45%
Undecided	11%	8%	19%	11%	9%	10%	12%	4%	29%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Lieutenant Governor									
Dalton	40%	49%	42%	48%	16%	13%	46%	12%	34%
Pittenger	36%	28%	19%	28%	60%	71%	17%	67%	22%
Rhodes	6%	8%	7%	6%	6%	2%	6%	4%	4%
Undecided	19%	15%	32%	18%	18%	14%	31%	17%	40%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Treasurer									
Cowell	40%	50%	52%	47%	14%	7%	53%	16%	33%
Daughtridge	41%	32%	25%	32%	64%	79%	35%	71%	19%
Undecided	19%	19%	23%	20%	22%	14%	13%	14%	48%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Attorney General									
Cooper	50%	59%	60%	59%	25%	15%	63%	30%	48%
Crumley	35%	25%	27%	28%	64%	69%	22%	53%	26%
Undecided	14%	15%	13%	13%	11%	16%	15%	17%	26%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Auditor									
Merritt	34%	27%	13%	28%	60%	63%	17%	60%	12%
Wood	46%	53%	53%	53%	21%	20%	59%	13%	52%
Undecided	20%	20%	34%	18%	19%	16%	24%	26%	36%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Superintendent									
Atkinson	44%	59%	51%	50%	24%	14%	60%	4%	33%
Morgan	37%	27%	30%	29%	59%	65%	25%	68%	38%
Undecided	20%	14%	19%	21%	18%	21%	15%	28%	29%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Insurance									
Goodwin	36%	45%	39%	45%	12%	3%	52%	7%	31%
McMains	10%	13%	6%	8%	17%	10%	10%	17%	7%
Odom	37%	28%	21%	29%	56%	75%	21%	56%	38%
Undecided	17%	14%	33%	17%	16%	12%	17%	19%	24%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Secretary of State									
Marshall	46%	59%	53%	54%	18%	11%	59%	20%	38%
Sawyer	36%	29%	23%	28%	66%	68%	24%	63%	19%
Undecided	18%	12%	24%	18%	15%	20%	17%	17%	43%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Agriculture									
Ansley	38%	49%	42%	48%	16%	6%	48%	6%	33%
Troxler	44%	37%	35%	33%	71%	79%	30%	80%	31%
Undecided	18%	14%	23%	20%	13%	15%	22%	14%	36%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Labor									
Berry	42%	35%	17%	38%	60%	71%	25%	65%	29%
Donnan	38%	48%	60%	41%	21%	12%	61%	10%	38%
Undecided	20%	18%	23%	21%	19%	17%	15%	25%	33%

