

**FOR IMMEDIATE RELEASE**

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

## **Motivated Republicans lead generic ballot**

**Raleigh, N.C.** – Democrats in North Carolina are headed for a very tough year at the polls right now, but it's an outcome that can be avoided if the party's voters are snapped out of their complacency between now and November.

PPP's newest look at the generic legislative ballot finds voters in the state favoring Republican candidates by a 49-41 margin. That's a margin that, if it holds, would almost definitely give the GOP control of the Legislature. Independents are planning to vote Republican by a remarkable 52-19 margin. GOP voters are also more unified with 92% of them committed to voting for their party's candidates while only 81% of Democrats say the same of theirs.

The interesting thing about the numbers is that people who voted Democratic in 2008 are not abandoning the party. Only 6% of Barack Obama voters are planning to choose a Republican this year, equal to the 6% of John McCain supporters who are leaning toward the Democrats. But the folks planning to vote in North Carolina this fall supported McCain by a 9 point margin, when in actuality Obama won the state by a small margin. Republicans are much more interested in coming out to the polls again this year and that's driving the GOP advantage.

“Democratic voters in North Carolina need a wakeup call,” said Dean Debnam, President of Public Policy Polling. “Republicans are motivated to vote and if the Democrats stay at home the change they voted for in 2008 is going to fall by the wayside very quickly.”

Among respondents who say they're 'very excited' about voting this year the Republican margin expands even further to 56-37. Democrats have the lead with voters who are 'somewhat' or 'not' excited about voting. Of course an unexcited vote counts the same as an excited one if the party can still get those folks out to the polls.

PPP surveyed 724 North Carolina voters from August 27<sup>th</sup> to 29<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.

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** If there was an election for the state legislature today, would you vote Democratic or Republican?

*Democratic*..... 41%  
*Republican*..... 49%  
*Undecided*..... 10%

**Q2** If there was an election for Congress today, would you vote Democratic or Republican?

*Democratic*..... 41%  
*Republican*..... 50%  
*Undecided*..... 9%

**Q3** How excited are you about casting your vote in the general election this fall?

*Very excited*..... 57%  
*Somewhat excited* ..... 23%  
*Not very excited*..... 17%  
*Not sure*..... 3%

**Q4** Who did you vote for President in 2008?

*John McCain*..... 54%  
*Barack Obama*..... 45%  
*Someone else/Don't remember* ..... 1%

**Q5** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 16%  
*Moderate*..... 41%  
*Conservative*..... 43%

**Q6** Would you describe the community you live in as urban, suburban, rural, or a small town?

*Urban*..... 15%  
*Suburban* ..... 27%  
*Rural*..... 31%  
*Small Town* ..... 27%

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

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

**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*..... 45%  
*Republican*..... 40%  
*Independent/Other*..... 16%

**Q9** If you are white, press 1. If African-American, press 2. If other, press 3.

*White* ..... 76%  
*African-American* ..... 20%  
*Other*..... 4%

**Q10** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.

*18 to 29*..... 7%  
*30 to 45*..... 25%  
*46 to 65*..... 43%  
*Older than 65*..... 25%

**Q11**

*252*..... 12%  
*336*..... 19%  
*704*..... 19%  
*828*..... 13%  
*910*..... 13%  
*919*..... 24%





**Crosstabs**

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Generic Legislative Ballot</b>					
<b>Democratic</b>	41%	37%	45%	45%	64%
<b>Republican</b>	49%	56%	43%	37%	20%
<b>Undecided</b>	10%	7%	12%	18%	16%

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Generic Congressional Ballot</b>					
<b>Democratic</b>	41%	37%	48%	44%	48%
<b>Republican</b>	50%	58%	43%	40%	24%
<b>Undecided</b>	9%	5%	10%	16%	28%

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Voter Enthusiasm</b>					
<b>Very excited</b>	57%	100%	-	-	-
<b>Somewhat excited</b>	23%	-	100%	-	-
<b>Not very excited</b>	17%	-	-	100%	-
<b>Not sure</b>	3%	-	-	-	100%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	41%	6%	84%	41%
<b>Republican</b>	50%	86%	6%	59%
<b>Undecided</b>	9%	9%	10%	-





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Generic Congressional Ballot</b>				
Democratic	41%	6%	83%	41%
Republican	51%	88%	7%	59%
Undecided	8%	7%	10%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Voter Enthusiasm</b>				
Very excited	57%	62%	50%	83%
Somewhat excited	23%	20%	27%	-
Not very excited	17%	16%	18%	17%
Not sure	3%	1%	4%	-

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Legislative Ballot</b>				
Democratic	41%	89%	54%	10%
Republican	49%	7%	31%	82%
Undecided	10%	4%	15%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Congressional Ballot</b>				
Democratic	41%	88%	56%	9%
Republican	50%	10%	31%	84%
Undecided	9%	3%	13%	6%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Voter Enthusiasm</b>				
<b>Very excited</b>	57%	54%	51%	63%
<b>Somewhat excited</b>	23%	28%	26%	19%
<b>Not very excited</b>	17%	17%	20%	15%
<b>Not sure</b>	3%	1%	3%	3%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Legislative Ballot</b>					
<b>Democratic</b>	41%	54%	40%	34%	43%
<b>Republican</b>	49%	37%	50%	55%	47%
<b>Undecided</b>	10%	9%	10%	11%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Congressional Ballot</b>					
<b>Democratic</b>	41%	55%	40%	32%	45%
<b>Republican</b>	50%	40%	52%	57%	47%
<b>Undecided</b>	9%	5%	8%	12%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Voter Enthusiasm</b>					
<b>Very excited</b>	57%	50%	57%	58%	59%
<b>Somewhat excited</b>	23%	32%	24%	22%	19%
<b>Not very excited</b>	17%	18%	16%	15%	20%
<b>Not sure</b>	3%	1%	4%	4%	2%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Generic Legislative Ballot</b>			
<b>Democratic</b>	41%	44%	37%
<b>Republican</b>	49%	47%	51%
<b>Undecided</b>	10%	9%	11%

	Base	Gender	
		Woman	Man
<b>Generic Congressional Ballot</b>			
<b>Democratic</b>	41%	44%	37%
<b>Republican</b>	50%	48%	53%
<b>Undecided</b>	9%	8%	10%

	Base	Gender	
		Woman	Man
<b>Voter Enthusiasm</b>			
<b>Very excited</b>	57%	50%	65%
<b>Somewhat excited</b>	23%	27%	19%
<b>Not very excited</b>	17%	21%	13%
<b>Not sure</b>	3%	3%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	41%	79%	7%	20%
<b>Republican</b>	49%	12%	89%	51%
<b>Undecided</b>	10%	9%	4%	30%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Congressional Ballot</b>				
<b>Democratic</b>	41%	81%	5%	19%
<b>Republican</b>	50%	13%	92%	52%
<b>Undecided</b>	9%	7%	3%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Voter Enthusiasm</b>				
<b>Very excited</b>	57%	52%	64%	52%
<b>Somewhat excited</b>	23%	25%	20%	26%
<b>Not very excited</b>	17%	18%	15%	20%
<b>Not sure</b>	3%	5%	2%	1%

	Base	Race		
		White	African-American	Other
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	41%	30%	81%	49%
<b>Republican</b>	49%	60%	9%	35%
<b>Undecided</b>	10%	10%	9%	16%

	Base	Race		
		White	African-American	Other
<b>Generic Congressional Ballot</b>				
<b>Democratic</b>	41%	30%	81%	43%
<b>Republican</b>	50%	61%	11%	35%
<b>Undecided</b>	9%	8%	7%	22%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Voter Enthusiasm</b>				
<b>Very excited</b>	<b>57%</b>	57%	54%	59%
<b>Somewhat excited</b>	<b>23%</b>	23%	22%	22%
<b>Not very excited</b>	<b>17%</b>	18%	15%	14%
<b>Not sure</b>	<b>3%</b>	1%	9%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Legislative Ballot</b>					
<b>Democratic</b>	<b>41%</b>	49%	44%	37%	43%
<b>Republican</b>	<b>49%</b>	45%	49%	50%	48%
<b>Undecided</b>	<b>10%</b>	5%	7%	13%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Congressional Ballot</b>					
<b>Democratic</b>	<b>41%</b>	45%	42%	38%	43%
<b>Republican</b>	<b>50%</b>	48%	52%	49%	51%
<b>Undecided</b>	<b>9%</b>	7%	6%	13%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Voter Enthusiasm</b>					
<b>Very excited</b>	<b>57%</b>	66%	54%	58%	54%
<b>Somewhat excited</b>	<b>23%</b>	21%	27%	21%	23%
<b>Not very excited</b>	<b>17%</b>	7%	15%	17%	22%
<b>Not sure</b>	<b>3%</b>	5%	4%	3%	1%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Legislative Ballot</b>							
<b>Democratic</b>	41%	40%	36%	36%	41%	40%	50%
<b>Republican</b>	49%	55%	57%	50%	50%	45%	40%
<b>Undecided</b>	10%	5%	7%	14%	9%	15%	10%

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Congressional Ballot</b>							
<b>Democratic</b>	41%	39%	35%	35%	43%	43%	50%
<b>Republican</b>	50%	55%	59%	51%	49%	47%	42%
<b>Undecided</b>	9%	6%	6%	14%	8%	10%	8%

	Base	Area Code					
		252	336	704	828	910	919
<b>Voter Enthusiasm</b>							
<b>Very excited</b>	57%	63%	56%	55%	50%	65%	55%
<b>Somewhat excited</b>	23%	21%	22%	24%	25%	17%	26%
<b>Not very excited</b>	17%	15%	17%	18%	23%	15%	15%
<b>Not sure</b>	3%	1%	5%	3%	2%	3%	3%

