



FOR IMMEDIATE RELEASE
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Democrats Lead All Matches for Governor

Raleigh, N.C. – Democrats Richard Moore and Bev Perdue lead all four Republican candidates in potential general election match ups for Governor, according to Public Policy Polling’s newest survey.

The Republican who comes closest is Charlotte mayor Pat McCrory, who trails Moore 41-36 and Perdue 41-39.

Although Moore has trailed Perdue in polling for the primary so far, he leads three out of four Republican candidates by larger margins than she does.

He leads Bill Graham 37-30, Bob Orr 40-26, and Fred Smith 44-27. Perdue leads those candidates 43-34, 43-30, and 43-30 respectively.

“It looks like it will be another up hill climb for Republicans in the Governors race, even if they do nominate Pat McCrory,” said Dean Debnam, President of Public Policy Polling. “Both of the Democratic candidates are popular elected officials who have served statewide for eight years. That’s tough to beat.”

The key to Moore’s performance being stronger than Perdue’s is his earning more crossover support from Republicans than Perdue does. Pat McCrory likewise comes closer to leading than the other Republicans in the race due to a higher level of support among Democratic voters.

PPP surveyed 809 likely general election voters on January 21st. The survey has a margin of error of $\pm 3.4\%$. 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. These include issue priorities, and crosstabs breaking down the results by gender, race, age and region.

For more discussion of the poll visit the Public Policy Polling blog at <http://publicpolicypolling.blogspot.com>. If you have questions about this release or 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 If the election for Governor was between Republican Bill Graham and Democrat Richard Moore, who would you vote for? If Bill Graham, press 1. If Richard Moore, press 2. If you're undecided, press 3.

Graham.....30% *Undecided*.....33%

Moore.....37%

Q2 If the election for Governor was between Republican Bill Graham and Democrat Beverly Perdue, who would you vote for? If Bill Graham, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

Graham.....34% *Undecided*.....23%

Perdue.....43%

Q3 If the election for Governor was between Republican Pat McCrory and Democrat Richard Moore, who would you vote for? If Pat McCrory, press 1. If Richard Moore, press 2. If you're undecided, press 3.

McCrory.....36% *Undecided*.....24%

Moore.....41%

Q4 If the election for Governor was between Republican Pat McCrory and Democrat Beverly Perdue, who would you vote for? If Pat McCrory, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

McCrory.....39% *Undecided*.....20%

Perdue.....41%

Q5 If the election for Governor was between Democrat Richard Moore and Republican Bob Orr, who would you vote for? If Richard Moore, press 1. If Bob Orr, press 2. If you're undecided, press 3.

Moore.....40% *Undecided*.....33%

Orr.....26%

Q6 If the election for Governor was between Democrat Richard Moore and Republican Fred Smith, who would you vote for? If Richard Moore, press 1. If Fred Smith, press 2. If you're undecided, press 3.

Moore.....44% *Undecided*.....30%

Smith.....27%

Q7 If the election for Governor was between Republican Bob Orr and Democrat Beverly Perdue, who would you vote for? If Bob Orr, press 1. If Beverly Perdue, press 2. If you're undecided, press 3.

Orr.....30% *Undecided*.....27%

Perdue.....43%

Q8 If the election for Governor was between Democrat Beverly Perdue and Republican Fred Smith, who would you vote for? If Beverly Perdue, press 1. If Fred Smith, press 2. If you're undecided, press 3.

Perdue.....43% *Undecided*.....28%

Smith.....30%





Q9 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.

<i>War in Iraq</i>	23%
<i>Education</i>	4%
<i>Economy and Jobs</i>	41%
<i>Taxes</i>	5%
<i>Moral and family values</i>	11%
<i>Health care</i>	7%
<i>Immigration</i>	9%
<i>Other</i>	1%

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

<i>Woman</i>	55%
<i>Man</i>	45%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

<i>Democrat</i>	47%
<i>Republican</i>	38%
<i>Other</i>	16%

Q12 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	77%
<i>African-American</i>	18%
<i>Other</i>	6%

Q13 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.

<i>18 to 29</i>	6%
<i>30 to 45</i>	20%
<i>46 to 65</i>	48%
<i>Older than 65</i>	26%





Crosstabs

	Base	Gender	
		Woman	Man
Graham/Moore			
Graham	30%	27%	35%
Moore	37%	38%	36%
Undecided	33%	35%	29%

	Base	Gender	
		Woman	Man
Graham/Perdue			
Graham	34%	28%	42%
Perdue	43%	48%	36%
Undecided	23%	24%	21%

	Base	Gender	
		Woman	Man
McCrary/Moore			
McCrary	36%	30%	42%
Moore	41%	42%	38%
Undecided	24%	27%	19%

	Base	Gender	
		Woman	Man
McCrary/Perdue			
McCrary	39%	30%	51%
Perdue	41%	46%	34%
Undecided	20%	24%	16%

	Base	Gender	
		Woman	Man
Moore/Orr			
Moore	40%	43%	37%
Orr	26%	21%	33%
Undecided	33%	36%	30%

	Base	Gender	
		Woman	Man
Moore/Smith			
Moore	44%	46%	40%
Smith	27%	22%	33%
Undecided	30%	32%	27%

	Base	Gender	
		Woman	Man
Orr/Perdue			
Orr	30%	23%	38%
Perdue	43%	49%	37%
Undecided	27%	28%	25%

	Base	Gender	
		Woman	Man
Perdue/Smith			
Perdue	43%	48%	36%
Smith	30%	23%	38%
Undecided	28%	30%	25%





Crosstabs

	Base	Party		
		Democrat	Republican	Other
Graham/Moore				
Graham	30%	19%	50%	16%
Moore	37%	55%	16%	34%
Undecided	33%	26%	33%	49%

	Base	Party		
		Democrat	Republican	Other
Graham/Perdue				
Graham	34%	12%	63%	31%
Perdue	43%	68%	14%	37%
Undecided	23%	19%	24%	32%

	Base	Party		
		Democrat	Republican	Other
McCrorry/Moore				
McCrorry	36%	17%	61%	28%
Moore	41%	64%	15%	33%
Undecided	24%	19%	23%	39%

	Base	Party		
		Democrat	Republican	Other
McCrorry/Perdue				
McCrorry	39%	18%	68%	32%
Perdue	41%	65%	12%	38%
Undecided	20%	17%	20%	31%

	Base	Party		
		Democrat	Republican	Other
Moore/Orr				
Moore	40%	61%	17%	35%
Orr	26%	11%	49%	18%
Undecided	33%	28%	34%	48%

	Base	Party		
		Democrat	Republican	Other
Moore/Smith				
Moore	44%	69%	16%	34%
Smith	27%	7%	53%	21%
Undecided	30%	24%	31%	45%

	Base	Party		
		Democrat	Republican	Other
Orr/Perdue				
Orr	30%	12%	56%	19%
Perdue	43%	68%	15%	37%
Undecided	27%	20%	29%	43%

	Base	Party		
		Democrat	Republican	Other
Perdue/Smith				
Perdue	43%	69%	14%	36%
Smith	30%	9%	58%	22%
Undecided	28%	22%	29%	42%





Crosstabs

		Race			
		Base	White	African-American	Other
Graham/Moore					
	Graham	30%	32%	29%	15%
	Moore	37%	38%	31%	41%
	Undecided	33%	30%	41%	44%

		Race			
		Base	White	African-American	Other
Graham/Perdue					
	Graham	34%	40%	12%	28%
	Perdue	43%	37%	64%	49%
	Undecided	23%	23%	24%	23%

		Race			
		Base	White	African-American	Other
McCrory/Moore					
	McCrory	36%	41%	14%	28%
	Moore	41%	38%	54%	41%
	Undecided	24%	21%	32%	31%

		Race			
		Base	White	African-American	Other
McCrory/Perdue					
	McCrory	39%	45%	16%	31%
	Perdue	41%	35%	62%	49%
	Undecided	20%	20%	22%	21%

		Race			
		Base	White	African-American	Other
Moore/Orr					
	Moore	40%	38%	50%	38%
	Orr	26%	31%	8%	18%
	Undecided	33%	31%	42%	44%

		Race			
		Base	White	African-American	Other
Moore/Smith					
	Moore	44%	41%	56%	46%
	Smith	27%	32%	10%	10%
	Undecided	30%	28%	34%	44%

		Race			
		Base	White	African-American	Other
Orr/Perdue					
	Orr	30%	35%	10%	21%
	Perdue	43%	38%	66%	49%
	Undecided	27%	28%	24%	31%

		Race			
		Base	White	African-American	Other
Perdue/Smith					
	Perdue	43%	38%	60%	54%
	Smith	30%	35%	8%	18%
	Undecided	28%	27%	32%	28%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Graham/Moore					
Graham	30%	40%	30%	29%	31%
Moore	37%	22%	34%	40%	37%
Undecided	33%	38%	37%	30%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Graham/Perdue					
Graham	34%	30%	37%	34%	34%
Perdue	43%	51%	39%	42%	45%
Undecided	23%	19%	24%	24%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrorry/Moore					
McCrorry	36%	39%	39%	34%	36%
Moore	41%	37%	38%	41%	43%
Undecided	24%	24%	23%	25%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrorry/Perdue					
McCrorry	39%	41%	46%	36%	39%
Perdue	41%	42%	37%	41%	42%
Undecided	20%	17%	16%	23%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Moore/Orr					
Moore	40%	46%	39%	42%	38%
Orr	26%	30%	29%	25%	26%
Undecided	33%	24%	32%	34%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Moore/Smith					
Moore	44%	40%	44%	45%	43%
Smith	27%	34%	28%	24%	29%
Undecided	30%	26%	28%	31%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Orr/Perdue					
Orr	30%	38%	32%	29%	27%
Perdue	43%	35%	39%	44%	46%
Undecided	27%	27%	29%	27%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/Smith					
Perdue	43%	49%	38%	44%	43%
Smith	30%	26%	34%	27%	31%
Undecided	28%	24%	28%	29%	26%





Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
Graham/Moore								
	Graham	30%	39%	31%	33%	29%	29%	24%
	Moore	37%	34%	42%	23%	35%	41%	46%
	Undecided	33%	27%	27%	43%	35%	30%	31%

		Area Code						
		Base	252	336	704	828	910	919
Graham/Perdue								
	Graham	34%	30%	36%	36%	30%	37%	34%
	Perdue	43%	52%	48%	32%	41%	44%	44%
	Undecided	23%	18%	16%	32%	29%	19%	22%

		Area Code						
		Base	252	336	704	828	910	919
McCrorry/Moore								
	McCrorry	36%	29%	31%	62%	37%	28%	23%
	Moore	41%	46%	42%	22%	38%	49%	49%
	Undecided	24%	26%	27%	15%	25%	23%	28%

		Area Code						
		Base	252	336	704	828	910	919
McCrorry/Perdue								
	McCrorry	39%	25%	34%	61%	42%	34%	33%
	Perdue	41%	50%	43%	27%	40%	47%	42%
	Undecided	20%	26%	23%	12%	18%	19%	25%

		Area Code						
		Base	252	336	704	828	910	919
Moore/Orr								
	Moore	40%	38%	44%	28%	36%	46%	50%
	Orr	26%	28%	26%	27%	27%	30%	21%
	Undecided	33%	34%	30%	45%	37%	24%	29%

		Area Code						
		Base	252	336	704	828	910	919
Moore/Smith								
	Moore	44%	41%	45%	30%	42%	46%	55%
	Smith	27%	27%	27%	28%	27%	30%	23%
	Undecided	30%	31%	28%	42%	31%	24%	22%

		Area Code						
		Base	252	336	704	828	910	919
Orr/Perdue								
	Orr	30%	26%	31%	30%	33%	32%	27%
	Perdue	43%	52%	48%	29%	40%	48%	46%
	Undecided	27%	22%	21%	40%	28%	20%	26%

		Area Code						
		Base	252	336	704	828	910	919
Perdue/Smith								
	Perdue	43%	46%	46%	32%	40%	46%	47%
	Smith	30%	30%	31%	32%	31%	31%	25%
	Undecided	28%	23%	23%	36%	29%	24%	28%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Graham/Moore									
Graham	30%	25%	29%	23%	51%	51%	17%	53%	16%
Moore	37%	44%	31%	43%	12%	21%	54%	14%	26%
Undecided	33%	31%	40%	33%	37%	28%	29%	33%	58%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Graham/Perdue									
Graham	34%	22%	14%	29%	61%	63%	17%	64%	24%
Perdue	43%	57%	61%	48%	15%	15%	52%	19%	34%
Undecided	23%	21%	25%	23%	24%	22%	32%	17%	43%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
McCroy/Moore									
McCroy	36%	26%	21%	33%	61%	53%	28%	51%	24%
Moore	41%	49%	56%	46%	19%	23%	48%	17%	26%
Undecided	24%	25%	24%	21%	19%	25%	24%	31%	51%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
McCroy/Perdue									
McCroy	39%	29%	15%	36%	71%	62%	19%	62%	24%
Perdue	41%	53%	57%	46%	10%	13%	52%	19%	26%
Undecided	20%	18%	28%	18%	19%	25%	29%	19%	51%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Moore/Orr									
Moore	40%	51%	52%	46%	17%	18%	47%	19%	34%
Orr	26%	16%	17%	22%	56%	47%	13%	46%	8%
Undecided	33%	33%	31%	32%	27%	35%	41%	36%	58%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Moore/Smith									
Moore	44%	55%	49%	49%	17%	20%	52%	22%	34%
Smith	27%	18%	20%	21%	60%	47%	11%	54%	16%
Undecided	30%	27%	31%	30%	23%	34%	37%	24%	51%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Orr/Perdue									
Orr	30%	18%	17%	26%	59%	56%	14%	54%	8%
Perdue	43%	56%	57%	50%	19%	15%	52%	15%	26%
Undecided	27%	27%	25%	24%	22%	29%	34%	31%	66%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Perdue/Smith									
Perdue	43%	57%	45%	49%	17%	16%	57%	13%	26%
Smith	30%	19%	20%	23%	66%	53%	8%	62%	24%
Undecided	28%	25%	35%	28%	17%	31%	35%	25%	51%

