



**FOR IMMEDIATE RELEASE**

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## **McCrorry takes the lead**

**Raleigh, N.C.** – For the first time in a PPP poll, Pat McCrorry has taken the lead over Bev Perdue for Governor. He has 44% to her 41%.

McCrorry is earning a good deal of crossover support from Democrats, holding Perdue to just a 69-19 lead with voters in her own party. McCrorry, on the other hand, has Republicans lined up firmly behind him. With them he leads 84-7. McCrorry also has a narrow 38-32 lead with independents.

“It is remarkable that as other Democrats on the ballot do better than could ever have been imagined, Bev Perdue is doing far worse than most people anticipated,” said Dean Debnam, President of Public Policy Polling. “She’ll need a more coherent and relevant message over the final five weeks of the campaign if she’s going to connect with the voters she needs to win.”

McCrorry is doing well in Charlotte, the Triad, and the Mountains. Perdue’s strongest areas of performance are the Triangle and the northeastern part of the state.

Democrats are doing well in the other Council of State races PPP polled this week. Walter Dalton has a four point lead for Lieutenant Governor, June Atkinson is up seven for Superintendent, and Roy Cooper has a 22 point advantage for Attorney General. Last week PPP surveys showed Janet Cowell and Wayne Goodwin leading their races for Treasurer and Insurance Commissioner respectively, with the contest for Labor Commissioner tied. There will be new numbers for Auditor, Secretary of State, and Agriculture Commissioner next week.

PPP surveyed 1,041 likely voters on September 28<sup>th</sup> and 29<sup>th</sup>. The survey’s margin of error is +/-3.0%. 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 Tom Jensen at 919-744-6312.

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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* ..... 44% *Perdue* ..... 41%  
*Munger*..... 5% *Undecided*..... 10%

**Q2** Are you firmly committed to your choice for Governor, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

*Firmly Committed*..... 74%  
*Could Change Mind*..... 26%

**Q3** 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 Phillip Rhodes, press 2. If Robert Pittenger, press 3. If you're undecided, press 4.

*Dalton*..... 40% *Pittenger*..... 36%  
*Rhodes*..... 6% *Undecided*..... 18%

**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*.....54% *Undecided*.....14%  
*Crumley* .....32%

**Q5** 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* .....45% *Undecided*.....18%  
*Morgan*.....38%

**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*.....16% *Rural*.....28%  
*Suburban* .....30% *Small Town*.....27%

**Q7** 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* ..... 10%  
*Education*..... 5%  
*Economy and Jobs* ..... 64%  
*Taxes*..... 6%  
*Moral and family values* ..... 9%  
*Health care* ..... 3%  
*Immigration*..... 2%  
*Other*..... 2%

**Q8** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 51%  
*Man*..... 49%

**Q9** 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*..... 34%  
*Independent/Other*..... 18%





**Q10** 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%

**Q11** 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*..... 17%  
*30 to 45*..... 29%  
*46 to 65*..... 38%  
*Older than 65*..... 17%

**Q12**

252..... 13%  
 336..... 21%  
 704..... 18%  
 828..... 14%  
 910..... 15%  
 919..... 19%





**Crosstabs**

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
<b>Governor</b>						
	<b>McCrory</b>	44%	38%	42%	50%	44%
	<b>Munger</b>	5%	9%	6%	5%	3%
	<b>Perdue</b>	41%	47%	41%	35%	43%
	<b>Undecided</b>	10%	6%	11%	10%	10%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
<b>Change Mind/Governor</b>						
	<b>Firmly Committed</b>	74%	77%	73%	79%	68%
	<b>Could Change Mind</b>	26%	23%	27%	21%	32%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
<b>Lieutenant Governor</b>						
	<b>Dalton</b>	40%	49%	40%	33%	40%
	<b>Rhodes</b>	6%	9%	5%	5%	6%
	<b>Pittenger</b>	36%	29%	32%	43%	37%
	<b>Undecided</b>	18%	13%	23%	19%	17%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
<b>Attorney General</b>						
	<b>Cooper</b>	54%	71%	54%	47%	51%
	<b>Crumley</b>	32%	22%	30%	37%	35%
	<b>Undecided</b>	14%	7%	16%	17%	15%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Superintendent</b>					
<b>Atkinson</b>	45%	63%	41%	38%	45%
<b>Morgan</b>	38%	27%	35%	46%	38%
<b>Undecided</b>	18%	10%	24%	17%	17%

	Base	Gender	
		Woman	Man
<b>Governor</b>			
<b>McCrory</b>	44%	42%	46%
<b>Munger</b>	5%	3%	8%
<b>Perdue</b>	41%	45%	37%
<b>Undecided</b>	10%	11%	8%

	Base	Gender	
		Woman	Man
<b>Change Mind/Governor</b>			
<b>Firmly Committed</b>	74%	72%	76%
<b>Could Change Mind</b>	26%	28%	24%

	Base	Gender	
		Woman	Man
<b>Lieutenant Governor</b>			
<b>Dalton</b>	40%	45%	34%
<b>Rhodes</b>	6%	3%	9%
<b>Pittenger</b>	36%	32%	40%
<b>Undecided</b>	18%	20%	17%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Attorney General</b>			
<b>Cooper</b>	54%	56%	51%
<b>Crumley</b>	32%	28%	36%
<b>Undecided</b>	14%	16%	13%

	Base	Gender	
		Woman	Man
<b>Superintendent</b>			
<b>Atkinson</b>	45%	50%	38%
<b>Morgan</b>	38%	31%	44%
<b>Undecided</b>	18%	18%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Governor</b>				
<b>McCrory</b>	44%	19%	84%	38%
<b>Munger</b>	5%	5%	3%	10%
<b>Perdue</b>	41%	69%	7%	32%
<b>Undecided</b>	10%	8%	6%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Change Mind/Governor</b>				
<b>Firmly Committed</b>	74%	74%	80%	60%
<b>Could Change Mind</b>	26%	26%	20%	40%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lieutenant Governor</b>				
<b>Dalton</b>	40%	70%	5%	25%
<b>Rhodes</b>	6%	3%	6%	14%
<b>Pittenger</b>	36%	13%	74%	24%
<b>Undecided</b>	18%	14%	15%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Attorney General</b>				
<b>Cooper</b>	54%	81%	20%	43%
<b>Crumley</b>	32%	9%	65%	29%
<b>Undecided</b>	14%	9%	15%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Superintendent</b>				
<b>Atkinson</b>	45%	73%	9%	34%
<b>Morgan</b>	38%	14%	74%	31%
<b>Undecided</b>	18%	13%	17%	35%

	Base	Race		
		White	African-American	Other
<b>Governor</b>				
<b>McCrory</b>	44%	54%	9%	31%
<b>Munger</b>	5%	5%	5%	11%
<b>Perdue</b>	41%	33%	72%	41%
<b>Undecided</b>	10%	8%	14%	16%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Change Mind/Governor</b>				
<b>Firmly Committed</b>	74%	73%	78%	70%
<b>Could Change Mind</b>	26%	27%	22%	30%

	Base	Race		
		White	African-American	Other
<b>Lieutenant Governor</b>				
<b>Dalton</b>	40%	31%	73%	44%
<b>Rhodes</b>	6%	7%	2%	13%
<b>Pittenger</b>	36%	44%	7%	25%
<b>Undecided</b>	18%	19%	18%	18%

	Base	Race		
		White	African-American	Other
<b>Attorney General</b>				
<b>Cooper</b>	54%	47%	79%	55%
<b>Crumley</b>	32%	38%	9%	33%
<b>Undecided</b>	14%	15%	13%	12%

	Base	Race		
		White	African-American	Other
<b>Superintendent</b>				
<b>Atkinson</b>	45%	35%	80%	53%
<b>Morgan</b>	38%	45%	8%	33%
<b>Undecided</b>	18%	19%	13%	14%







**Crosstabs**

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Governor</b>						
	<b>McCrory</b>	44%	35%	41%	47%	51%
	<b>Munger</b>	5%	7%	7%	4%	3%
	<b>Perdue</b>	41%	40%	38%	43%	44%
	<b>Undecided</b>	10%	18%	13%	6%	3%

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Change Mind/Governor</b>						
	<b>Firmly Committed</b>	74%	74%	67%	77%	76%
	<b>Could Change Mind</b>	26%	26%	33%	23%	24%

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Lieutenant Governor</b>						
	<b>Dalton</b>	40%	37%	38%	43%	39%
	<b>Rhodes</b>	6%	6%	6%	6%	7%
	<b>Pittenger</b>	36%	30%	36%	35%	43%
	<b>Undecided</b>	18%	26%	21%	16%	11%

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Attorney General</b>						
	<b>Cooper</b>	54%	55%	51%	56%	52%
	<b>Crumley</b>	32%	29%	34%	28%	38%
	<b>Undecided</b>	14%	16%	15%	16%	10%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Superintendent</b>					
<b>Atkinson</b>	45%	48%	45%	44%	42%
<b>Morgan</b>	38%	34%	40%	35%	42%
<b>Undecided</b>	18%	18%	16%	20%	16%

	Base	Area Code					
		252	336	704	828	910	919
<b>Governor</b>							
<b>McCroy</b>	44%	37%	50%	50%	46%	46%	35%
<b>Munger</b>	5%	2%	4%	7%	4%	3%	8%
<b>Perdue</b>	41%	50%	36%	35%	39%	44%	46%
<b>Undecided</b>	10%	11%	10%	8%	11%	6%	11%

	Base	Area Code					
		252	336	704	828	910	919
<b>Change Mind/Governor</b>							
<b>Firmly Committed</b>	74%	75%	70%	76%	70%	80%	72%
<b>Could Change Mind</b>	26%	25%	30%	24%	30%	20%	28%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lieutenant Governor</b>							
<b>Dalton</b>	40%	45%	33%	39%	39%	42%	42%
<b>Rhodes</b>	6%	4%	6%	6%	4%	7%	8%
<b>Pittenger</b>	36%	33%	39%	39%	42%	36%	27%
<b>Undecided</b>	18%	18%	22%	16%	15%	14%	23%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Attorney General</b>							
<b>Cooper</b>	54%	57%	48%	55%	50%	54%	60%
<b>Crumley</b>	32%	26%	37%	31%	36%	34%	25%
<b>Undecided</b>	14%	18%	14%	14%	14%	12%	15%

	Base	Area Code					
		252	336	704	828	910	919
<b>Superintendent</b>							
<b>Atkinson</b>	45%	51%	39%	41%	40%	49%	49%
<b>Morgan</b>	38%	29%	42%	37%	42%	38%	35%
<b>Undecided</b>	18%	20%	18%	22%	18%	14%	15%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Governor</b>									
McCrory	44%	50%	19%	38%	71%	78%	20%	79%	42%
Munger	5%	4%	19%	4%	7%	3%	3%	14%	10%
Perdue	41%	42%	47%	48%	12%	15%	52%	8%	33%
Undecided	10%	5%	15%	10%	10%	4%	25%	-	14%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Change Mind/Governor</b>									
Firmly Committed	74%	78%	55%	74%	68%	78%	73%	86%	61%
Could Change Mind	26%	22%	45%	26%	32%	22%	27%	14%	39%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Lieutenant Governor</b>									
Dalton	40%	36%	39%	47%	12%	16%	45%	8%	34%
Rhodes	6%	10%	11%	5%	8%	3%	3%	17%	-
Pittenger	36%	36%	19%	30%	63%	67%	16%	75%	28%
Undecided	18%	18%	31%	18%	17%	13%	35%	-	38%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Attorney General</b>									
Cooper	54%	52%	65%	61%	29%	23%	68%	21%	41%
Crumley	32%	34%	17%	26%	53%	61%	14%	71%	35%
Undecided	14%	14%	17%	13%	18%	16%	18%	8%	25%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Superintendent</b>									
Atkinson	45%	48%	47%	51%	22%	11%	70%	10%	31%
Morgan	38%	37%	18%	31%	61%	73%	18%	83%	45%
Undecided	18%	15%	36%	18%	16%	16%	11%	8%	25%

