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OF THE PRESS RELEASE**

McCrory maintains 8-point lead over Perdue

Raleigh, N.C. – Governor Bev Perdue’s approval numbers continue to trend in a positive direction. Her 37% approval rating in PPP’s latest monthly poll of North Carolina is the highest measured since she received a thumb’s up from 41% in April of 2009, almost two and a half years ago, just a few months into her term. With 48% disapproving, her -11 spread is her best in two months, when it was also -11, and other than a -9 margin last December, also the best since April 2009, when 40% disapproved (+1), the last time she was in positive territory.

While her job performance marks have ticked upward since last month, Perdue’s standing against her likely 2012 opponent Pat McCrory has not. She again trails by eight points, 47-39, largely because she is still struggling to get up to par with her own party. The governor wins the support of only two-thirds of Democrats, a fifth of whom defect to McCrory. That compares to the 88-9 margin reported in the 2008 exit polls. Republicans remain almost as united as they were then, 83-6 behind McCrory. Though 22% of them remain undecided, more than Democrats (13%) or Republicans (11%), independents are actually closer, siding 43-35 for McCrory, than three years ago (59-37).

The good news for Perdue is that her 77-12 advantage with African Americans is bound to revert to a more usual 90%-plus level in the end. It was 95-3 in 2008. If she gets that level of support again, she would halve her deficit to 52-48. Her weakness with conservative white Democrats is still her biggest concern, but her populism of late, opposing the Republican cuts to education, has served her well to start closing the gap.

“Bev Perdue’s still facing an up hill battle for reelection,” said Dean Debnam, President of Public Policy Polling. “But what was persistently a double digit gap against Pat McCrory earlier in the year is now down to the 6-8 point range. It’s going to be tough but her chances now are looking better than they were in January.”

PPP surveyed 780 North Carolina voters from August 4th to 7th. The margin of error for the survey is +/-3.5%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



North Carolina Survey Results

Q1 Do you approve or disapprove of Governor Bev Perdue's job performance?

Approve..... 37% Not sure 15%
Disapprove..... 48%

Q2 Do you have a favorable or unfavorable opinion of Pat McCrory?

Favorable..... 34%
Unfavorable 26%
Not sure 40%

Q3 If the candidates for Governor next year were Democrat Bev Perdue and Republican Pat McCrory, who would you vote for?

Bev Perdue 39%
Pat McCrory..... 47%
Undecided..... 14%

Q4 Do you have more faith in Governor Perdue or Legislative Republicans to lead the state?

Governor Perdue 44%
Legislative Republicans 41%
Not sure 15%

Q5 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 7%
Somewhat liberal 16%
Moderate..... 28%
Somewhat conservative..... 30%
Very conservative 19%

Q6 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 48%
Republican..... 35%
Independent/Other 18%

Q8 If you are white, press 1. If African-American, press 2. If other, press 3.

White 74%
African-American 22%
Other..... 4%

Q9 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 10%
30 to 45..... 26%
46 to 65..... 42%
Older than 65..... 22%

Q10

252..... 11%
336..... 17%
704..... 21%
828..... 14%
910..... 13%
919..... 24%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Perdue Approval						
Approve	37%	61%	68%	50%	20%	8%
Disapprove	48%	29%	22%	32%	64%	78%
Not sure	15%	10%	10%	18%	16%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McCrorry Favorability						
Favorable	34%	25%	15%	24%	49%	44%
Unfavorable	26%	39%	46%	37%	14%	8%
Not sure	40%	36%	40%	39%	37%	48%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Perdue/McCrory						
Bev Perdue	39%	73%	78%	54%	19%	7%
Pat McCrorry	47%	19%	14%	27%	67%	81%
Undecided	14%	9%	9%	19%	14%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
More Faith in Perdue or Leg. GOP?						
Governor Perdue	44%	71%	81%	62%	25%	6%
Legislative Republicans	41%	20%	9%	22%	59%	76%
Not sure	15%	9%	9%	16%	16%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	37%	39%	34%
Disapprove	48%	44%	53%
Not sure	15%	17%	12%

	Base	Gender	
		Woman	Man
McCrory Favorability			
Favorable	34%	32%	36%
Unfavorable	26%	24%	28%
Not sure	40%	43%	36%

	Base	Gender	
		Woman	Man
Perdue/McCrory			
Bev Perdue	39%	42%	37%
Pat McCrory	47%	41%	53%
Undecided	14%	17%	10%

	Base	Gender	
		Woman	Man
More Faith in Perdue or Leg. GOP?			
Governor Perdue	44%	47%	40%
Legislative Republicans	41%	36%	48%
Not sure	15%	17%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	37%	58%	7%	38%
Disapprove	48%	26%	77%	51%
Not sure	15%	16%	16%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
McCrorry Favorability				
Favorable	34%	21%	52%	32%
Unfavorable	26%	39%	10%	24%
Not sure	40%	40%	38%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue/McCrory				
Bev Perdue	39%	66%	6%	35%
Pat McCrory	47%	21%	83%	43%
Undecided	14%	13%	11%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
More Faith in Perdue or Leg. GOP?				
Governor Perdue	44%	71%	7%	45%
Legislative Republicans	41%	14%	81%	36%
Not sure	15%	15%	12%	19%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	37%	28%	63%	44%
Disapprove	48%	56%	24%	33%
Not sure	15%	15%	13%	23%

	Base	Race		
		White	African-American	Other
McCrory Favorability				
Favorable	34%	39%	17%	24%
Unfavorable	26%	23%	38%	22%
Not sure	40%	38%	45%	54%

	Base	Race		
		White	African-American	Other
Perdue/McCrory				
Bev Perdue	39%	30%	71%	46%
Pat McCrory	47%	58%	12%	33%
Undecided	14%	13%	17%	21%

	Base	Race		
		White	African-American	Other
More Faith in Perdue or Leg. GOP?				
Governor Perdue	44%	34%	77%	49%
Legislative Republicans	41%	51%	9%	29%
Not sure	15%	14%	15%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	37%	31%	36%	41%	32%
Disapprove	48%	47%	50%	48%	48%
Not sure	15%	22%	14%	12%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCrary Favorability					
Favorable	34%	31%	33%	34%	36%
Unfavorable	26%	25%	21%	33%	20%
Not sure	40%	44%	46%	33%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue/McCrary					
Bev Perdue	39%	36%	37%	45%	34%
Pat McCrary	47%	42%	50%	44%	51%
Undecided	14%	22%	14%	12%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More Faith in Perdue or Leg. GOP?					
Governor Perdue	44%	44%	43%	49%	36%
Legislative Republicans	41%	33%	43%	39%	48%
Not sure	15%	22%	15%	12%	16%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	37%	35%	41%	31%	36%	40%	37%
Disapprove	48%	40%	48%	57%	45%	43%	50%
Not sure	15%	26%	11%	12%	19%	16%	13%

	Base	Area Code					
		252	336	704	828	910	919
McCrorry Favorability							
Favorable	34%	21%	33%	57%	28%	20%	31%
Unfavorable	26%	27%	30%	20%	22%	26%	31%
Not sure	40%	52%	37%	23%	50%	54%	38%

	Base	Area Code					
		252	336	704	828	910	919
Perdue/McCrory							
Bev Perdue	39%	44%	38%	31%	38%	43%	45%
Pat McCrory	47%	42%	51%	58%	45%	39%	42%
Undecided	14%	15%	11%	11%	17%	19%	13%

	Base	Area Code					
		252	336	704	828	910	919
More Faith in Perdue or Leg. GOP?							
Governor Perdue	44%	47%	43%	37%	42%	46%	49%
Legislative Republicans	41%	34%	42%	49%	40%	42%	38%
Not sure	15%	19%	15%	14%	19%	11%	13%

