

**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 cuts into McCrory lead**

**Raleigh, N.C.** – North Carolina voters' opinion of Governor Bev Perdue's job performance is at its best since January. After two straight months of decline, Perdue has rebounded to a 35-49 approval-disapproval margin. She has bumped up with voters across the board, but her biggest gain is with the voters in her own party. More than half of Democrats (56%) now approve of the work she is doing, and 26% disapprove. Democrats make up a 46% plurality of voters, but with dismal numbers with independents (27-57) and little support across the aisle (13%), she cannot rely on the crutch of bipartisanship in this bitterly divided climate.

The bad news: Perdue still ranks among the least popular governors in the country, and she still trails her 2008 foe and likely 2012 opponent, Pat McCrory. But the good news is her improvement in voters' eyes has helped her close the gap. Perdue lags McCrory, 38-49, down from a 14-point deficit in March. McCrory continues to poach over a fifth of Perdue's party. Double-digit crossover support among conservative white Democrats is to be expected, but Perdue needs to halve her erosion to even tie the race.

"Bev Perdue has seen her support from her party base increase over the last month as she's shown a willingness to veto bills passed by the Republican legislature that run counter to Democratic values," said Dean Debnam, President of Public Policy Polling. "If she keeps that up she may continue to see her approval numbers improve."

A clue about North Carolina's shift toward President Obama and the Democrats in 2008 lies in the influx of new residents who have flooded into the Raleigh and Charlotte metro areas in the last few decades. A 19% plurality of the state's voters did not even live here about a decade ago. Another 15% immigrated sometime in the 1990s, and 11% were born or moved here during the 1980s. Those who set up shop most recently favor McCrory only 46-41.

For the first time, PPP has found Senator Kay Hagan more popular than her recently re-elected senior Republican colleague, Richard Burr. 42% approve of Hagan's performance, and 38% disapprove, a slight edge over Burr's 37-35 margin.

PPP surveyed 507 North Carolina voters from April 14<sup>th</sup> to 17<sup>th</sup>. The survey's margin of error is +/-4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



## North Carolina Survey Results

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

Approve..... 35% Not sure ..... 17%  
Disapprove..... 49%

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

Favorable..... 33%  
Unfavorable ..... 27%  
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..... 38%  
Pat McCrory..... 49%  
Undecided..... 13%

**Q4** Do you approve or disapprove of Senator Richard Burr's job performance?

Approve ..... 37% Not sure ..... 28%  
Disapprove..... 35%

**Q5** Do you approve or disapprove of Senator Kay Hagan's job performance?

Approve ..... 42% Not sure ..... 20%  
Disapprove..... 38%

**Q6** Who did you vote for President in 2008?

John McCain..... 48%  
Barack Obama..... 46%  
Someone else/Don't remember ..... 6%

**Q7** What best describes when you started living in North Carolina?

Sometime between 2000 and now..... 19%  
1990s..... 15%  
1980s..... 11%  
1970s..... 12%  
1960s..... 12%  
1950s..... 13%  
1940s..... 10%  
1930s..... 5%  
Before 1930 ..... 3%

**Q8** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 9%  
Somewhat liberal ..... 14%  
Moderate..... 32%  
Somewhat conservative..... 22%  
Very conservative ..... 22%

**Q9** If you are a woman, press 1. If a man, press 2.

Woman ..... 53%  
Man..... 47%

**Q10** 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..... 46%  
Republican..... 36%  
Independent/Other..... 18%





**Q11** If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i> .....	74%
<i>African-American</i> .....	22%
<i>Other</i> .....	4%

**Q12** 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.

<i>18 to 29</i> .....	10%
<i>30 to 45</i> .....	25%
<i>46 to 65</i> .....	45%
<i>Older than 65</i> .....	20%

**Q13**

252.....	8%
336.....	26%
704.....	20%
828.....	13%
910.....	11%
919.....	21%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Perdue Approval</b>				
<b>Approve</b>	35%	17%	55%	21%
<b>Disapprove</b>	49%	67%	29%	52%
<b>Not sure</b>	17%	16%	16%	27%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>McCrory Favorability</b>				
<b>Favorable</b>	33%	45%	21%	23%
<b>Unfavorable</b>	27%	16%	39%	27%
<b>Not sure</b>	40%	39%	41%	50%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Perdue/McCrory</b>				
<b>Bev Perdue</b>	38%	12%	68%	14%
<b>Pat McCrory</b>	49%	78%	18%	58%
<b>Undecided</b>	13%	10%	14%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Burr Approval</b>				
<b>Approve</b>	37%	59%	14%	40%
<b>Disapprove</b>	35%	15%	58%	21%
<b>Not sure</b>	28%	27%	28%	39%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Hagan Approval</b>				
<b>Approve</b>	<b>42%</b>	18%	69%	30%
<b>Disapprove</b>	<b>38%</b>	62%	13%	34%
<b>Not sure</b>	<b>20%</b>	19%	18%	36%

	Base	When Did You Start Living in NC?									
		Sometime between 2000 and now	1990s	1980s	1970s	1960s	1950s	1940s	1930s	Before 1930	
<b>Perdue Approval</b>											
<b>Approve</b>	<b>35%</b>	40%	28%	50%	31%	31%	33%	33%	36%	23%	
<b>Disapprove</b>	<b>49%</b>	48%	49%	41%	51%	47%	54%	59%	32%	41%	
<b>Not sure</b>	<b>17%</b>	12%	22%	9%	18%	22%	12%	9%	32%	36%	

	Base	When Did You Start Living in NC?									
		Sometime between 2000 and now	1990s	1980s	1970s	1960s	1950s	1940s	1930s	Before 1930	
<b>McCrory Favorability</b>											
<b>Favorable</b>	<b>33%</b>	36%	33%	22%	31%	41%	40%	27%	29%	19%	
<b>Unfavorable</b>	<b>27%</b>	17%	26%	35%	24%	28%	33%	28%	31%	32%	
<b>Not sure</b>	<b>40%</b>	47%	41%	42%	45%	31%	27%	44%	40%	49%	

	Base	When Did You Start Living in NC?									
		Sometime between 2000 and now	1990s	1980s	1970s	1960s	1950s	1940s	1930s	Before 1930	
<b>Perdue/McCrory</b>											
<b>Bev Perdue</b>	<b>38%</b>	41%	32%	41%	46%	31%	43%	31%	46%	28%	
<b>Pat McCrory</b>	<b>49%</b>	46%	52%	50%	44%	57%	51%	49%	43%	51%	
<b>Undecided</b>	<b>13%</b>	13%	16%	9%	10%	12%	7%	20%	11%	21%	





**Crosstabs**

	When Did You Start Living in NC?									
	Base	Sometime between 2000 and now	1990s	1980s	1970s	1960s	1950s	1940s	1930s	Before 1930
<b>Burr Approval</b>										
<b>Approve</b>	37%	26%	35%	45%	42%	49%	33%	34%	44%	32%
<b>Disapprove</b>	35%	39%	34%	42%	38%	32%	39%	27%	24%	21%
<b>Not sure</b>	28%	35%	31%	12%	20%	19%	28%	39%	32%	47%

	When Did You Start Living in NC?									
	Base	Sometime between 2000 and now	1990s	1980s	1970s	1960s	1950s	1940s	1930s	Before 1930
<b>Hagan Approval</b>										
<b>Approve</b>	42%	37%	32%	54%	44%	41%	44%	45%	50%	34%
<b>Disapprove</b>	38%	41%	35%	32%	39%	44%	44%	36%	36%	19%
<b>Not sure</b>	20%	22%	33%	14%	17%	15%	12%	19%	14%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Perdue Approval</b>						
<b>Approve</b>	35%	66%	56%	37%	26%	13%
<b>Disapprove</b>	49%	18%	24%	46%	57%	73%
<b>Not sure</b>	17%	16%	20%	17%	17%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>McCromy Favorability</b>						
<b>Favorable</b>	33%	15%	20%	29%	40%	47%
<b>Unfavorable</b>	27%	51%	39%	33%	12%	15%
<b>Not sure</b>	40%	34%	41%	38%	47%	38%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Perdue/McCrory</b>						
Bev Perdue	38%	78%	72%	44%	22%	7%
Pat McCrory	49%	14%	12%	41%	65%	85%
Undecided	13%	8%	16%	16%	13%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Burr Approval</b>						
Approve	37%	6%	16%	26%	56%	61%
Disapprove	35%	61%	58%	44%	17%	15%
Not sure	28%	34%	27%	30%	27%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hagan Approval</b>						
Approve	42%	67%	67%	56%	24%	14%
Disapprove	38%	14%	13%	24%	54%	70%
Not sure	20%	20%	21%	21%	22%	16%

	Base	Gender	
		Woman	Man
<b>Perdue Approval</b>			
Approve	35%	38%	32%
Disapprove	49%	43%	55%
Not sure	17%	19%	13%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>McCrorry Favorability</b>			
<b>Favorable</b>	33%	30%	36%
<b>Unfavorable</b>	27%	21%	34%
<b>Not sure</b>	40%	49%	30%

	Base	Gender	
		Woman	Man
<b>Perdue/McCrorry</b>			
<b>Bev Perdue</b>	38%	37%	39%
<b>Pat McCrorry</b>	49%	49%	49%
<b>Undecided</b>	13%	14%	11%

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	37%	36%	38%
<b>Disapprove</b>	35%	30%	41%
<b>Not sure</b>	28%	34%	21%

	Base	Gender	
		Woman	Man
<b>Hagan Approval</b>			
<b>Approve</b>	42%	42%	41%
<b>Disapprove</b>	38%	35%	42%
<b>Not sure</b>	20%	23%	17%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue Approval</b>				
<b>Approve</b>	35%	56%	13%	25%
<b>Disapprove</b>	49%	26%	73%	57%
<b>Not sure</b>	17%	18%	14%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>McCrorry Favorability</b>				
<b>Favorable</b>	33%	21%	51%	26%
<b>Unfavorable</b>	27%	36%	13%	33%
<b>Not sure</b>	40%	43%	37%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue/McCrory</b>				
<b>Bev Perdue</b>	38%	64%	10%	30%
<b>Pat McCrory</b>	49%	23%	82%	49%
<b>Undecided</b>	13%	13%	8%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	37%	20%	62%	30%
<b>Disapprove</b>	35%	49%	12%	44%
<b>Not sure</b>	28%	31%	25%	26%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan Approval</b>				
<b>Approve</b>	42%	68%	15%	30%
<b>Disapprove</b>	38%	15%	66%	43%
<b>Not sure</b>	20%	17%	20%	27%

	Base	Race		
		White	African-American	Other
<b>Perdue Approval</b>				
<b>Approve</b>	35%	29%	53%	39%
<b>Disapprove</b>	49%	53%	33%	52%
<b>Not sure</b>	17%	18%	15%	9%

	Base	Race		
		White	African-American	Other
<b>McCrorry Favorability</b>				
<b>Favorable</b>	33%	39%	15%	17%
<b>Unfavorable</b>	27%	22%	44%	35%
<b>Not sure</b>	40%	39%	42%	48%

	Base	Race		
		White	African-American	Other
<b>Perdue/McCrorry</b>				
<b>Bev Perdue</b>	38%	30%	65%	35%
<b>Pat McCrorry</b>	49%	58%	22%	35%
<b>Undecided</b>	13%	12%	13%	30%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	37%	43%	15%	48%
<b>Disapprove</b>	35%	32%	47%	35%
<b>Not sure</b>	28%	25%	38%	17%

	Base	Race		
		White	African-American	Other
<b>Hagan Approval</b>				
<b>Approve</b>	42%	33%	74%	30%
<b>Disapprove</b>	38%	47%	9%	35%
<b>Not sure</b>	20%	20%	17%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue Approval</b>					
<b>Approve</b>	35%	44%	27%	36%	39%
<b>Disapprove</b>	49%	37%	56%	51%	39%
<b>Not sure</b>	17%	19%	17%	13%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCrory Favorability</b>					
<b>Favorable</b>	33%	25%	37%	33%	29%
<b>Unfavorable</b>	27%	29%	23%	29%	26%
<b>Not sure</b>	40%	46%	39%	38%	44%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue/McCrory</b>					
<b>Bev Perdue</b>	<b>38%</b>	46%	37%	38%	36%
<b>Pat McCrory</b>	<b>49%</b>	40%	50%	52%	46%
<b>Undecided</b>	<b>13%</b>	14%	13%	10%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	<b>37%</b>	35%	40%	36%	37%
<b>Disapprove</b>	<b>35%</b>	34%	33%	40%	26%
<b>Not sure</b>	<b>28%</b>	31%	27%	24%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan Approval</b>					
<b>Approve</b>	<b>42%</b>	47%	38%	42%	44%
<b>Disapprove</b>	<b>38%</b>	25%	43%	42%	31%
<b>Not sure</b>	<b>20%</b>	28%	19%	17%	25%

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue Approval</b>							
<b>Approve</b>	<b>35%</b>	42%	30%	28%	34%	35%	45%
<b>Disapprove</b>	<b>49%</b>	37%	56%	57%	49%	39%	41%
<b>Not sure</b>	<b>17%</b>	20%	14%	15%	17%	26%	14%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>McCrary Favorability</b>							
<b>Favorable</b>	33%	16%	25%	56%	31%	23%	32%
<b>Unfavorable</b>	27%	48%	24%	27%	24%	18%	29%
<b>Not sure</b>	40%	36%	51%	17%	45%	59%	38%

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue/McCrary</b>							
<b>Bev Perdue</b>	38%	50%	36%	32%	26%	40%	49%
<b>Pat McCrary</b>	49%	32%	49%	61%	55%	38%	46%
<b>Undecided</b>	13%	18%	15%	7%	19%	21%	5%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	37%	19%	42%	39%	37%	35%	37%
<b>Disapprove</b>	35%	43%	33%	31%	33%	33%	41%
<b>Not sure</b>	28%	38%	24%	30%	30%	32%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan Approval</b>							
<b>Approve</b>	42%	34%	44%	40%	33%	38%	51%
<b>Disapprove</b>	38%	42%	39%	47%	41%	29%	30%
<b>Not sure</b>	20%	24%	16%	13%	25%	33%	19%

