

North Carolina Primary Survey

January 10, 2007

Introduction

Public Policy Polling surveyed likely Republican and Democratic primary voters in North Carolina between January 2 and January 5. Our purpose was to establish a baseline for future tracking surveys we will conduct in anticipation of the 2008 Presidential and Gubernatorial elections. We asked those surveyed who they favored in their respective Presidential and Gubernatorial primary contests. We also asked respondents to select the issue which is most important to them from a list of seven issues. To further our understanding of the dynamics of the race we cross tabulated respondents' answers to the above three questions against four demographic attributes: gender, race, age and region.

Analysis

Republicans

We asked likely Republican primary voters to identify their favorite candidate from our list of four likely contenders: former New York City Mayor Rudy Giuliani, Arizona Senator John McCain, former Massachusetts Governor Mitt Romney and former House Speaker Newt Gingrich. At this time there are three leading candidates. Rudy Giuliani led the pack with the support of 30% of respondents. Newt Gingrich garnered the support of 29% of respondents and John McCain received 23% support. Six percent favored Mitt Romney.

Giuliani's support was strongest among women. Thirty-seven percent of Republican women supported Giuliani, while Gingrich's support was strongest among men (37%).

Based on area codes, Giuliani leads in the Charlotte and Triad regions (area codes 704 and 336), while Gingrich led in all other areas (area codes 252, 828, 910 and 919). McCain came in second in two regions, Charlotte and southeast North Carolina (910 area code).

When asked to identify their most important issue, 28% of Republicans chose the War in Iraq, 21% chose moral and family values and 19% chose immigration. Rudy Giuliani is obviously riding high from his performance as Mayor of New York during the 9/11 tragedy. But Gingrich appears to be the favorite among the conservative stalwarts. Of

those who said that the War in Iraq was the most important issue, they favor Giuliani, but Gingrich leads among Republicans who care most about moral and family values and immigration.

At this time, there appears to be a clear leader in the Republican Gubernatorial Primary. After a series of issue-oriented television ads raised his public persona, attorney and conservative activist Bill Graham led his competitors with the support of 24% of likely Republican primary voters. The second tier of Republicans candidates includes former Supreme Court Justice Bob Orr (13%) and State Senators Robert Pittenger (10%) and Fred Smith (9%). A plurality of voters did not have a favorite among these four.

There do not appear to be any differences among the genders or age groups when it comes to their gubernatorial choices. However, there are regional differences. Graham is strong statewide, coming in first or second in every region. Charlotte native Robert Pittenger is very strong in the Charlotte area. Thirty-one percent of Charlotte area residents supported him, giving him the lead in that region. Pittenger came in last place in every other region. Johnston County Senator Fred Smith is strongest in the Triangle region. He tied Graham there with 23% support.

Democrats

Former North Carolina Senator John Edwards clearly leads the Democratic presidential field in his home state, but a plurality are not sure yet. Edwards received the support of 29% of likely Democratic primary voters. Sixteen percent supported New York Senator Hillary Clinton and 15% support Illinois Senator Barack Obama, while forty percent said they could choose someone else.

Edwards was even stronger among women. He got the support of 33% of women, while Clinton and Obama received support from 18% of women each. Fifty percent of men still were not committed to any of the three.

Edwards led among white and black voters. Surprisingly, Obama came in third among blacks. Thirty-two percent of blacks chose Edwards, 22% chose Clinton, and 20% chose Obama.

Like Republicans, Democrats identified the War in Iraq as the most important issue. Of the 30% who chose the War in Iraq, 37% supported John Edwards, while 23% supported Clinton and 16% supported Obama. It is unclear whether Edwards' call for immediate withdrawal of troops from Iraq impacted his lead.

REPORT

In the race for Governor, Lieutenant Governor Beverly Perdue leads her chief rival State Treasurer Richard Moore, 32% to 20%. State Representative Bill Faison received the support of 7%. A plurality was undecided.

The distribution of opinions has not significantly changed in the past six months. A Public Policy Polling survey conducted on July 12, shortly after Attorney General Roy Cooper announced he would not run for Governor, showed Perdue leading Moore 36% to 23%.

Perdue, potentially the first woman nominated for governor by either major party, has a significant advantage with Democratic women. She leads among women 37% to 19%, but has only a 28%-23% advantage among men. Richard Moore does best among older voters. He trails Perdue by only one percent among voters 60 and older.

Moore also leads in the Charlotte region 25%-24% and in the mountains (828 area code) 26%-15%. Perdue leads in every other region, with especially large leads in the eastern regions and the Triangle (49%-17%).

While Perdue is the frontrunner she does not receive a majority of support from any demographic. Additionally, there are more than enough undecideds that this is far from over.

Methodology

Public Policy Polling surveyed 691 likely Republican primary voters on January 2 and 529 likely Democratic primary voters on January 4 and 5. The samples were chosen by randomly selecting Republican and Democratic voters from the North Carolina voter file who had a history of voting in party primaries during the last 5 years. Unaffiliated voters were not included in these surveys.

Our surveys are conducted using Interactive Voice Response (IVR) phone technology. The same recorded voice is played to every respondent, who answer questions using their telephone keypad. The standardized voice dramatically reduces the effect of interviewer bias.

The surveys responses are weighted to accurately reflect the demographic breakdown of the desired population. The surveys have margins of error of $\pm 3.7\%$ and $\pm 4.2\%$ respectively. Other factors, such as refusal to be interviewed and weighting, may

introduce additional error that is more difficult to quantify. The exact wording of questions can be found on the respective survey results page.

Who We Are

Since 2001 Public Policy Polling (PPP) has provided poll data and expert analysis for the public, opinion leaders and public policy makers in the state of North Carolina. PPP continues to be dedicated to tracking issue trends, campaign match-ups, and approval ratings on key figures in the state. You can find more of our polling data and analysis at our website, www.publicpolicypolling.com.

Republican Primary Survey Results

Q1 There will be a number of people running for President in 2008 as Republicans. Some of the most talked about are Rudy Giuliani, John McCain, Mitt Romney, and Newt Gingrich. If the Republican primary were today which of these men would you vote for, or would you vote for somebody else? If you would vote for Rudy Giuliani, press 1 on your key pad now. If for John McCain, press 2. If for Mitt Romney, press 3. If for Newt Gingrich, press 4. If you would vote for somebody else, press 5.

Giuliani.....30% *Gingrich*29%
McCain.....22% *Somebody else*13%
Romney 6%

Q2 There will also be a number of Republican candidates for governor. Bill Graham, Bob Orr, Robert Pittenger and Fred Smith have been mentioned as candidates. If the primary election were today which of these men would you vote for or would you vote for somebody else? If you would vote for Bill Graham, press 1. If for Bob Orr, press 2. If for Robert Pittenger, press 3. If for Fred Smith, press 4. If you would vote for somebody else, press 5.

Graham.....24% *Smith*..... 9%
Orr..... 13% *Somebody else*44%
Pittenger..... 10%

Q3 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 Iraq28% *Moral or Family values*.....21%
Education..... 5% *Health care*..... 6%
Economy and jobs.12% *Immigration* 19%
Taxes 8% *Other*..... 1%

Q4 If you are a woman, press 1, if a man, press 2.

Women50% *Men*.....50%

Q5 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White95% *Other*..... 4%
Black..... 1%

Q6 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 60, press 3. If older, press 4.

18-29..... 4% *46-60*.....34%
30-45.....22% *Older than 60*.....40%



Republican Primary Crosstabs

	Base	Gender	
		Women	Men
President			
Giuliani	30%	37%	24%
McCain	22%	25%	19%
Romney	6%	5%	7%
Gingrich	29%	20%	37%
Somebody else	13%	13%	14%

	Base	Gender	
		Women	Men
Governor			
Graham	24%	22%	25%
Orr	13%	13%	13%
Pittenger	10%	11%	9%
Smith	9%	8%	10%
Somebody else	44%	46%	43%

Issues	Base	Gender	
		Women	Men
War in Iraq	28%	33%	24%
Education	5%	6%	4%
Economy and jobs	12%	12%	13%
Taxes	8%	6%	11%
Moral or Family values	21%	20%	21%
Health care	6%	6%	5%
Immigration	19%	16%	22%
Other	1%	2%	0%

	Base	Race		
		White	Black	Other
President				
Giuliani	30%	31%	13%	27%
McCain	22%	21%	34%	29%
Romney	6%	6%	-	-
Gingrich	29%	29%	52%	17%
Somebody else	13%	13%	-	27%

	Base	Race		
		White	Black	Other
Governor				
Graham	24%	24%	-	30%
Orr	13%	13%	13%	-
Pittenger	10%	10%	16%	12%
Smith	9%	9%	-	4%
Somebody else	44%	43%	71%	54%

Issues	Base	Race		
		White	Black	Other
War in Iraq	28%	28%	16%	33%
Education	5%	5%	-	8%
Economy and jobs	12%	12%	34%	17%
Taxes	8%	8%	16%	11%
Moral or Family values	21%	21%	21%	-
Health care	6%	5%	13%	11%
Immigration	19%	19%	-	17%
Other	1%	1%	-	4%

	Base	Age			
		18-29	30-45	46-60	Older than 60
President					
Giuliani	30%	33%	34%	32%	27%
McCain	22%	26%	20%	20%	24%
Romney	6%	-	6%	5%	8%
Gingrich	29%	15%	27%	28%	32%
Somebody else	13%	26%	13%	16%	10%

	Base	Age			
		18-29	30-45	46-60	Older than 60
Governor					
Graham	24%	22%	27%	23%	23%
Orr	13%	11%	16%	12%	12%
Pittenger	10%	11%	14%	10%	8%
Smith	9%	7%	5%	10%	11%
Somebody else	44%	48%	37%	46%	46%



Republican Primary Crosstabs

	Base	Age			
		18-29	30-45	46-60	Older than 60
Issues					
War in Iraq	28%	30%	28%	26%	30%
Education	5%	19%	5%	4%	3%
Economy and jobs	12%	19%	15%	14%	9%
Taxes	8%	-	12%	8%	8%
Moral or Family values	21%	15%	18%	17%	26%
Health care	6%	4%	3%	7%	6%
Immigration	19%	11%	16%	23%	18%
Other	1%	4%	2%	1%	1%

	Base	Area Code					
		252	336	704	828	910	919
President							
Giuliani	30%	33%	39%	31%	27%	22%	25%
McCain	22%	14%	22%	26%	15%	29%	20%
Romney	6%	4%	5%	7%	6%	4%	10%
Gingrich	29%	37%	23%	23%	32%	34%	33%
Somebody else	13%	13%	11%	14%	20%	10%	11%

	Base	Area Code					
		252	336	704	828	910	919
Governor							
Graham	24%	19%	27%	19%	28%	28%	23%
Orr	13%	18%	15%	8%	17%	9%	12%
Pittenger	10%	4%	6%	31%	7%	3%	-
Smith	9%	9%	7%	4%	8%	4%	23%
Somebody else	44%	51%	45%	37%	40%	56%	43%

	Base	Area Code					
		252	336	704	828	910	919
Issues							
War in Iraq	28%	39%	28%	19%	30%	32%	31%
Education	5%	6%	5%	5%	4%	7%	1%
Economy and jobs	12%	13%	14%	13%	15%	7%	12%
Taxes	8%	5%	9%	12%	5%	6%	10%
Moral or Family values	21%	23%	25%	24%	20%	19%	11%
Health care	6%	2%	5%	6%	5%	7%	8%
Immigration	19%	12%	14%	20%	19%	22%	25%
Other	1%	-	1%	2%	2%	1%	2%



Republican Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
President									
Giuliani	30%	33%	33%	52%	21%	24%	24%	24%	12%
McCain	22%	28%	35%	20%	12%	17%	35%	16%	12%
Romney	6%	2%	3%	4%	6%	9%	5%	11%	16%
Gingrich	29%	25%	16%	11%	53%	39%	14%	35%	-
Somebody else	13%	12%	14%	12%	8%	12%	22%	13%	59%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Governor									
Graham	24%	24%	34%	29%	18%	26%	13%	24%	12%
Orr	13%	13%	9%	14%	13%	15%	8%	13%	-
Pittenger	10%	7%	12%	5%	17%	9%	14%	14%	-
Smith	9%	11%	9%	5%	10%	9%	14%	8%	-
Somebody else	44%	45%	37%	48%	42%	41%	50%	41%	88%





Democratic Primary Survey Results

Q1 There will be a number of people running for President in 2008 as Democrats. Some of the most talked about are Hillary Clinton, John Edwards and Barack Obama. If the Democratic primary were today which of these candidates would you vote for, or would you vote for somebody else? If you would vote for Hillary Clinton, press 1 on your key pad now. If for John Edwards, press 2. If for Barack Obama, press 3. If you would vote for somebody else, press 4.

Clinton.....16% Obama.....15%
Edwards.....29% Someone else.....40%

Q2 There will Democratic primary for Governor. Richard Moore, Beverly Perdue and Bill Faison have been mentioned as candidates. If the primary election were today which of these candidates would you vote for or would you vote for somebody else? If you would vote for Richard Moore, press 1. If for Beverly Perdue, press 2. If for Bill Faison, press 3. If you would vote for somebody else, press 4.

Moore..... 20% Faison 7%
Perdue 32% Someone else 41%

Q3 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 30% Moral or Family values..... 14%
Education 6% Health care..... 8%
Economy and jobs. 13% Immigration 13%
Taxes 12% Other..... 2%

Q4 If you are a woman, press 1, if a man, press 2.
Women58% Men.....42%

Q5 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White63% Other..... 9%
Black.....28%

Q6 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 60, press 3. If older, press 4.

18-29.....11% 46-60.....32%
30-45.....25% Older than 60.....31%





Democratic Primary Crosstabs

	Base	Gender	
		Women	Men
President			
Clinton	16%	18%	15%
Edwards	29%	33%	24%
Obama	16%	18%	12%
Someone else	39%	31%	50%

	Base	Gender	
		Women	Men
Governor			
Moore	21%	19%	23%
Perdue	33%	37%	28%
Faison	7%	6%	8%
Someone else	40%	39%	42%

Issues	Base	Gender	
		Women	Men
War in Iraq	31%	37%	24%
Education	6%	7%	6%
Economy and jobs	13%	11%	16%
Taxes	11%	10%	13%
Moral or Family values	14%	14%	14%
Health care	9%	10%	6%
Immigration	14%	10%	20%
Other	2%	2%	2%

	Base	Race		
		White	Black	Other
President				
Clinton	16%	14%	22%	12%
Edwards	29%	30%	32%	10%
Obama	15%	14%	20%	14%
Someone else	40%	42%	27%	64%

	Base	Race		
		White	Black	Other
Governor				
Moore	20%	23%	13%	19%
Perdue	32%	29%	42%	26%
Faison	7%	7%	5%	7%
Someone else	41%	40%	40%	47%

Issues	Base	Race		
		White	Black	Other
War in Iraq	30%	35%	27%	12%
Education	6%	6%	5%	9%
Economy and jobs	13%	13%	17%	7%
Taxes	12%	8%	20%	14%
Moral or Family values	14%	14%	12%	24%
Health care	8%	7%	12%	7%
Immigration	13%	15%	7%	21%
Other	2%	1%	2%	7%

	Base	Age			
		18-29	30-45	46-60	Older than 60
President					
Clinton	16%	16%	17%	15%	16%
Edwards	29%	25%	27%	31%	30%
Obama	16%	15%	19%	18%	10%
Someone else	40%	44%	37%	36%	44%

	Base	Age			
		18-29	30-45	46-60	Older than 60
Governor					
Moore	20%	12%	16%	22%	23%
Perdue	33%	39%	37%	35%	24%
Faison	7%	6%	7%	8%	6%
Someone else	41%	43%	41%	34%	47%



Democratic Primary Crosstabs

	Base	Age			
		18-29	30-45	46-60	Older than 60
Issues					
War in Iraq	30%	29%	12%	32%	44%
Education	6%	5%	9%	5%	5%
Economy and jobs	13%	12%	20%	12%	9%
Taxes	12%	10%	23%	9%	7%
Moral or Family values	14%	26%	12%	15%	12%
Health care	9%	-	8%	15%	5%
Immigration	13%	16%	14%	10%	15%
Other	2%	1%	2%	1%	2%

	Base	Area Code					
		252	336	704	828	910	919
President							
Clinton	16%	8%	19%	14%	17%	13%	22%
Edwards	29%	39%	30%	24%	24%	28%	28%
Obama	15%	11%	15%	19%	13%	11%	20%
Someone else	40%	42%	36%	44%	45%	48%	31%

	Base	Area Code					
		252	336	704	828	910	919
Governor							
Moore	20%	20%	18%	25%	26%	14%	17%
Perdue	32%	36%	30%	24%	15%	41%	49%
Faison	7%	4%	5%	5%	15%	6%	7%
Someone else	41%	40%	47%	46%	44%	38%	27%

	Base	Area Code					
		252	336	704	828	910	919
Issues							
War in Iraq	30%	31%	27%	27%	35%	30%	35%
Education	6%	6%	7%	10%	1%	8%	4%
Economy and jobs	13%	14%	13%	11%	15%	12%	15%
Taxes	12%	18%	9%	23%	8%	6%	8%
Moral or Family values	14%	15%	17%	12%	21%	14%	9%
Health care	8%	5%	14%	4%	2%	8%	13%
Immigration	13%	10%	14%	10%	13%	20%	16%
Other	2%	1%	1%	4%	5%	2%	1%



Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
President									
Clinton	16%	23%	2%	15%	13%	14%	20%	9%	15%
Edwards	29%	37%	50%	42%	20%	10%	40%	14%	-
Obama	15%	16%	10%	15%	21%	12%	24%	13%	8%
Someone else	40%	24%	37%	28%	47%	64%	16%	64%	77%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Governor									
Moore	20%	24%	18%	20%	22%	13%	16%	21%	8%
Perdue	32%	39%	36%	35%	24%	27%	51%	20%	-
Faison	7%	4%	8%	3%	8%	3%	7%	17%	8%
Someone else	41%	33%	38%	42%	46%	56%	25%	43%	85%

