

## Tracking the North Carolina Primaries

February 8, 2007

### **Introduction**

Public Policy Polling has begun tracking the Republican and Democratic primary races in North Carolina. Once a month we will be asking voters about their favorites for President, Governor and other races. In addition, we are tracking what issue voters indicate is the most important to them. Our latest surveys were conducted February 5 and 6. To further our understanding of the dynamics of the race we continue to cross tabulate respondents' answers to the above questions against four demographic attributes: gender, race, age and region.

### **Analysis**

#### *Republicans*

Little has changed in the past month among potential Republican candidates for President. North Carolina Republican primary voters continued to favor former New York Mayor Rudy Giuliani (31%), followed by former House Speaker Newt Gingrich (25%), Arizona Senator John McCain (20%) and former Massachusetts Governor Mitt Romney (5%). Nine percent of respondents said they would support a different candidate and 10% were undecided.

Like the Presidential race, little has changed in the Republican Gubernatorial Primary. Salisbury attorney Bill Graham still leads the way with the support of 21% of likely Republican primary voters. Former Supreme Court Justice Bob Orr officially announced he was a candidate for Governor, but only got a 2% bump from last month for a total of 15%. State Senators Robert Pittenger and Fred Smith round out the field with 7% and 5% respectively.

There is not enough evidence to show that the recent dustup between Pittenger and Charlotte Congresswoman Sue Myrick has had any significant impact on Pittenger's candidacy. Myrick severed ties with Pittenger after accusing him of spreading a rumor that she would not seek reelection to Congress. Pittenger did fall 3 percentage points from last month, but that is within the poll's margin of error. He still leads the field in the Charlotte region (704 area code) with 25%.

Republicans also continued to name the War in Iraq, moral and family values, and immigration, in that order, as their most important issues.

### *Democrats*

Candidacy announcements have shaken up the Democrat presidential field in North Carolina. In the past month, Senators Hillary Clinton and Barack Obama both announced they are throwing their hat into the ring. The surrounding hoopla appears to have helped them, especially Senator Clinton. Former North Carolina Senator John Edwards still leads the Democratic presidential field with the support of 34% of likely Democratic primary voters, but Clinton has narrowed the gap. She garnered the support of 31% of Democrats, while Obama received the support of 18%. Eleven percent said they would support a different candidate and only 6% were undecided.

Much of the change can be attributed to black voters and women. One month ago John Edwards led among blacks and women, but after their announcements, Clinton and Obama surged in these large Democratic constituencies. Clinton is now ahead among blacks with 48% support, and Obama is second with 36%. Edwards is a distant third with 7%. Clinton also leads among women with 36%, while Edwards has the support of 31% of women. Edwards still leads among men.

The large shifts in support over one month highlight the volatility of this race. Support for any of the major three candidates does not appear firm and the dynamics of the race could shift many times between now and the beginning of the primary season one year from now.

The dynamics have not changed in the Democratic race for Governor. Lieutenant Governor Beverly Perdue continued to lead State Treasurer Richard Moore, 38% to 23%. Perdue's lead grew slightly from 12 percentage points last month to 15 points this month. State Representative Bill Faison received support from 7%.

Public Policy Polling also began to track the Democratic Lieutenant Governor's race. State Senator Walter Dalton led with the support of 14% of likely voters, followed by Canton Mayor Pat Smathers with 11%. Winston-Salem Councilman Dan Besse and Hampton Dellinger, advisor and legal counsel to Governor Easley, each had 8%. Fifty-nine percent were undecided.

It will take some time for these candidates to build their name recognition across the state. Three of them have only been elected by their district or city, while Dellinger has

never sought elected office before. None of the candidates begins with much of a natural base of support.

### **Methodology**

Public Policy Polling surveyed 735 likely Republican primary voters and 584 likely Democratic primary voters on February 5 and 6. 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 survey responses are weighted to accurately reflect the demographic breakdown of the desired population. The surveys have margins of error of  $\pm 3.6\%$  and  $\pm 4.0\%$  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](http://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 a different candidate, press 5. If you are undecided, press 6.

*Giuliani*.....31% *Gingrich* .....25%  
*McCain*.....20% *Different candidate..* 9%  
*Romney* ..... 5% *Undecided*.....10%

**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 are undecided, press 5.

*Graham*..... 21% *Smith*..... 5%  
*Orr*..... 15% *Undecided*.....52%  
*Pittenger*..... 7%

**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* ..... 36% *Moral or Family values*..... 21%  
*Education*..... 3% *Health care*..... 5%  
*Economy and jobs*.12% *Immigration* ..... 17%  
*Taxes* ..... 5% *Other*..... 1%

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

*Women* .....49% *Men*.....51%

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

*White* .....96% *Other*..... 3%  
*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*..... 6% *46-60*.....34%  
*30-45*.....22% *Older than 60*.....38%





**Republican Primary Crosstabs**

	Base	Gender	
		Women	Men
<b>President</b>			
Giuliani	31%	35%	26%
McCain	20%	20%	21%
Romney	5%	4%	5%
Gingrich	25%	18%	32%
Different candidate	9%	11%	8%
Undecided	10%	12%	8%

	Base	Gender	
		Women	Men
<b>Governor</b>			
Graham	21%	22%	21%
Orr	15%	12%	19%
Pittenger	6%	5%	8%
Smith	5%	5%	5%
Undecided	52%	57%	47%

Issues	Base	Gender	
		Women	Men
War in Iraq	36%	37%	36%
Education	4%	4%	3%
Economy and jobs	11%	12%	11%
Taxes	4%	5%	4%
Moral or Family values	20%	24%	17%
Health care	5%	6%	4%
Immigration	18%	13%	22%
Other	1%	0%	2%

President	Base	Race		
		White	Black	Other
Giuliani	31%	32%	-	15%
McCain	20%	21%	38%	7%
Romney	5%	4%	-	15%
Gingrich	25%	24%	28%	49%
Different candidate	9%	9%	33%	10%
Undecided	10%	11%	-	4%

Governor	Base	Race		
		White	Black	Other
Graham	21%	21%	33%	19%
Orr	15%	15%	-	24%
Pittenger	7%	7%	-	5%
Smith	5%	5%	-	10%
Undecided	52%	52%	67%	41%

Issues	Base	Race		
		White	Black	Other
War in Iraq	36%	36%	53%	33%
Education	3%	3%	-	5%
Economy and jobs	12%	12%	14%	14%
Taxes	5%	5%	-	10%
Moral or Family values	20%	21%	33%	9%
Health care	5%	5%	-	11%
Immigration	17%	18%	-	13%
Other	1%	1%	-	5%

President	Base	Age			
		18-29	30-45	46-60	Older than 60
Giuliani	31%	29%	28%	34%	29%
McCain	20%	24%	23%	20%	19%
Romney	5%	5%	3%	6%	5%
Gingrich	25%	5%	27%	23%	28%
Different candidate	9%	22%	7%	10%	7%
Undecided	10%	15%	13%	7%	11%

Governor	Base	Age			
		18-29	30-45	46-60	Older than 60
Graham	21%	29%	18%	17%	25%
Orr	15%	20%	14%	16%	14%
Pittenger	7%	2%	9%	7%	6%
Smith	5%	10%	4%	7%	4%
Undecided	52%	39%	55%	53%	51%





**Republican Primary Crosstabs**

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Issues</b>					
War in Iraq	36%	32%	29%	34%	42%
Education	3%	15%	4%	3%	2%
Economy and jobs	12%	15%	14%	13%	9%
Taxes	5%	2%	6%	7%	2%
Moral or Family values	21%	24%	27%	16%	21%
Health care	5%	-	4%	8%	4%
Immigration	17%	7%	14%	20%	18%
Other	1%	5%	1%	-	1%

	Base	Area Code					
		252	336	704	828	910	919
<b>President</b>							
Giuliani	31%	25%	30%	34%	27%	39%	28%
McCain	20%	20%	22%	21%	24%	11%	21%
Romney	5%	5%	3%	6%	5%	6%	4%
Gingrich	25%	31%	26%	18%	26%	24%	29%
Different candidate	9%	9%	8%	10%	11%	10%	8%
Undecided	10%	10%	12%	11%	7%	9%	10%

	Base	Area Code					
		252	336	704	828	910	919
<b>Governor</b>							
Graham	21%	17%	23%	14%	22%	21%	27%
Orr	15%	19%	14%	9%	19%	19%	15%
Pittenger	7%	3%	2%	25%	3%	1%	2%
Smith	5%	8%	3%	5%	2%	9%	10%
Undecided	52%	52%	58%	47%	54%	51%	47%

	Base	Area Code					
		252	336	704	828	910	919
<b>Issues</b>							
War in Iraq	36%	33%	32%	32%	42%	41%	41%
Education	3%	7%	4%	4%	2%	2%	3%
Economy and jobs	12%	11%	14%	13%	14%	5%	9%
Taxes	5%	4%	6%	5%	2%	3%	5%
Moral or Family values	21%	20%	20%	25%	25%	21%	13%
Health care	5%	3%	6%	4%	9%	8%	2%
Immigration	17%	21%	17%	16%	5%	19%	27%
Other	1%	2%	1%	1%	1%	1%	2%





**Republican Primary Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>President</b>									
<b>Giuliani</b>	31%	34%	44%	42%	32%	22%	28%	26%	-
<b>McCain</b>	20%	22%	21%	21%	6%	24%	17%	15%	35%
<b>Romney</b>	5%	6%	-	5%	3%	5%	3%	4%	-
<b>Gingrich</b>	25%	21%	15%	17%	41%	26%	19%	37%	11%
<b>Different candidate</b>	9%	8%	20%	5%	6%	11%	17%	8%	14%
<b>Undecided</b>	10%	9%	-	10%	11%	11%	16%	10%	40%

	Base	Issues								
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other	
<b>Governor</b>										
<b>Graham</b>	21%	21%	17%	17%	22%	20%	13%	28%	11%	
<b>Orr</b>	15%	17%	16%	12%	22%	14%	8%	13%	14%	
<b>Pittenger</b>	7%	8%	3%	4%	9%	7%	2%	7%	-	
<b>Smith</b>	5%	4%	10%	10%	4%	7%	6%	4%	-	
<b>Undecided</b>	52%	50%	54%	57%	43%	52%	70%	47%	75%	





## Democratic Primary Survey Results

**Q1** In the 2008 Presidential race there are three Democrats in the top tier of candidates, 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 a different candidate? 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 a different candidate, press 4. If you are undecided, press 5.

Clinton.....31% Different candidate..11%  
Edwards.....34% Undecided..... 6%  
Obama.....18%

**Q2** There will be a 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 undecided, press 4.

Moore..... 23% Faison..... 7%  
Perdue ..... 38% Undecided..... 33%

**Q3** In the Lieutenant Governor's race the candidates are Dan Besse, Walter Dalton, Hampton Dellinger, and Pat Smathers. If the election were held today who would you vote for? If Dan Besse, press 1. If Walter Dalton, press 2. If Hampton Dellinger, press 3. If Pat Smathers, press 4. If you are undecided press 5.

Besse..... 8% Smathers..... 11%  
Dalton..... 14% Undecided..... 59%  
Dellinger..... 8%

**Q4** 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 ..... 47% Moral or Family values..... 7%  
Education..... 10% Health care..... 11%  
Economy and jobs. 15% Immigration ..... 5%  
Taxes ..... 3% Other..... 2%

**Q5** If you are a woman, press 1, if a man, press 2.

Women .....57% Men.....43%

**Q6** If you are white, press one now. If you are African-American, press two now. If other, press 3.

White .....64% Other..... 9%  
Black.....26%

**Q7** 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.....33%  
30-45.....25% Older than 60.....38%





**Democratic Primary Crosstabs**

	Base	Gender	
		Women	Men
<b>President</b>			
Clinton	30%	36%	22%
Edwards	34%	31%	39%
Obama	18%	19%	16%
Different candidate	11%	7%	17%
Undecided	6%	6%	6%

	Base	Gender	
		Women	Men
<b>Governor</b>			
Moore	23%	21%	25%
Perdue	38%	40%	35%
Faison	7%	6%	7%
Undecided	33%	33%	33%

	Base	Gender	
		Women	Men
<b>Lt. Governor</b>			
Besse	8%	8%	9%
Dalton	14%	11%	19%
Dellinger	8%	8%	7%
Smathers	11%	11%	10%
Undecided	59%	62%	55%

Issues	Base	Gender	
		Women	Men
War in Iraq	47%	52%	42%
Education	10%	10%	9%
Economy and jobs	15%	15%	14%
Taxes	3%	3%	4%
Moral or Family values	7%	7%	7%
Health care	11%	9%	14%
Immigration	5%	3%	7%
Other	2%	2%	3%

	Base	Race		
		White	Black	Other
<b>President</b>				
Clinton	31%	25%	48%	23%
Edwards	34%	45%	7%	38%
Obama	18%	11%	36%	17%
Different candidate	11%	14%	3%	13%
Undecided	6%	6%	7%	8%

	Base	Race		
		White	Black	Other
<b>Governor</b>				
Moore	23%	26%	13%	30%
Perdue	38%	39%	36%	30%
Faison	7%	7%	9%	-
Undecided	33%	29%	42%	40%

	Base	Race		
		White	Black	Other
<b>Lt. Governor</b>				
Besse	8%	8%	9%	7%
Dalton	14%	15%	15%	6%
Dellinger	8%	9%	5%	7%
Smathers	10%	13%	1%	16%
Undecided	59%	54%	70%	65%

Issues	Base	Race		
		White	Black	Other
War in Iraq	47%	53%	36%	43%
Education	10%	7%	15%	13%
Economy and jobs	15%	9%	23%	31%
Taxes	3%	3%	3%	3%
Moral or Family values	7%	8%	6%	6%
Health care	11%	12%	11%	-
Immigration	5%	7%	1%	-
Other	2%	1%	4%	4%





**Democratic Primary Crosstabs**

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>President</b>					
Clinton	31%	55%	43%	23%	27%
Edwards	34%	15%	27%	33%	42%
Obama	18%	25%	16%	20%	16%
Different candidate	11%	5%	12%	15%	8%
Undecided	6%	-	2%	9%	7%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Governor</b>					
Moore	23%	15%	26%	21%	22%
Perdue	38%	45%	41%	35%	37%
Faison	7%	10%	6%	5%	8%
Undecided	33%	30%	27%	38%	33%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Lt. Governor</b>					
Besse	8%	15%	7%	8%	8%
Dalton	14%	25%	21%	8%	14%
Dellinger	8%	15%	7%	7%	8%
Smathers	11%	20%	5%	8%	16%
Undecided	59%	25%	60%	69%	54%

Issues	Base	Age			
		18-29	30-45	46-60	Older than 60
War in Iraq	47%	30%	41%	42%	57%
Education	10%	30%	11%	9%	7%
Economy and jobs	15%	25%	17%	18%	9%
Taxes	3%	-	4%	5%	2%
Moral or Family values	7%	5%	12%	5%	5%
Health care	11%	10%	11%	11%	11%
Immigration	5%	-	2%	6%	6%
Other	2%	-	1%	3%	2%

	Base	Area Code					
		252	336	704	828	910	919
<b>President</b>							
Clinton	31%	29%	29%	40%	29%	34%	27%
Edwards	34%	29%	30%	23%	54%	40%	27%
Obama	18%	26%	21%	22%	2%	11%	25%
Different candidate	11%	7%	11%	15%	10%	12%	13%
Undecided	6%	8%	10%	-	5%	3%	9%

	Base	Area Code					
		252	336	704	828	910	919
<b>Governor</b>							
Moore	23%	14%	20%	27%	29%	24%	23%
Perdue	38%	54%	25%	42%	30%	35%	39%
Faison	7%	3%	9%	6%	8%	7%	7%
Undecided	33%	29%	47%	24%	34%	33%	31%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lt. Governor</b>							
Besse	8%	4%	9%	11%	3%	17%	6%
Dalton	14%	12%	7%	28%	25%	11%	11%
Dellinger	8%	7%	2%	13%	14%	8%	4%
Smathers	11%	6%	13%	4%	26%	12%	3%
Undecided	59%	71%	69%	44%	32%	52%	76%

Issues	Base	Area Code					
		252	336	704	828	910	919
War in Iraq	47%	31%	46%	57%	65%	37%	54%
Education	10%	13%	13%	8%	4%	13%	6%
Economy and jobs	15%	17%	11%	16%	12%	17%	14%
Taxes	3%	2%	4%	1%	1%	11%	-
Moral or Family values	7%	9%	1%	4%	5%	7%	12%
Health care	11%	21%	15%	3%	11%	9%	6%
Immigration	5%	1%	10%	9%	2%	3%	7%
Other	2%	7%	-	1%	-	3%	2%





**Democratic Primary Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>President</b>									
<b>Clinton</b>	31%	34%	39%	31%	34%	14%	28%	19%	-
<b>Edwards</b>	34%	37%	20%	35%	8%	35%	44%	27%	30%
<b>Obama</b>	18%	16%	31%	16%	-	14%	20%	20%	27%
<b>Different candidate</b>	11%	7%	7%	10%	58%	27%	3%	34%	-
<b>Undecided</b>	6%	5%	3%	8%	-	9%	6%	-	43%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>Governor</b>									
<b>Moore</b>	23%	23%	22%	20%	-	45%	16%	24%	13%
<b>Perdue</b>	38%	42%	34%	28%	58%	34%	44%	21%	21%
<b>Faison</b>	7%	5%	8%	7%	-	2%	10%	20%	11%
<b>Undecided</b>	33%	30%	36%	44%	42%	19%	30%	35%	54%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
<b>Lt. Governor</b>									
<b>Besse</b>	8%	7%	4%	11%	18%	-	21%	3%	11%
<b>Dalton</b>	14%	12%	21%	11%	13%	31%	14%	21%	-
<b>Dellinger</b>	8%	8%	7%	7%	-	9%	8%	12%	-
<b>Smathers</b>	11%	15%	1%	11%	18%	3%	4%	9%	-
<b>Undecided</b>	59%	58%	67%	61%	50%	57%	53%	56%	89%

