

**TO: North Carolina Citizens for Progress**  
**FROM: Frederick Yang**  
**DATE: July 20, 2012**  
**RE: Results of Mid-July North Carolina Governor Survey**

---

Between July 10 and 13, 2012, Garin-Hart-Yang conducted a statewide survey among 812 likely voters (margin of error  $\pm 3.4$ ), which yields the following key findings:

- (1) The issues raised about Pat McCrory's ties to special interests and his failure to release his taxes have caused erosion to his image, especially in parts of the state where television ads were run against McCrory.
- (2) As a result, the trial heat for governor has significantly narrowed since our late April survey, with McCrory's lead cut in half and Walter Dalton still having more upside potential to grow his vote.
- (3) In addition to McCrory's vulnerabilities that prove troubling to voters, the other dynamic that will make the Dalton-McCrory race competitive to the end is the presidential election; our survey finds that Barack Obama holds a 46% to 44% advantage over Mitt Romney, and in a VERY positive sign for Dalton, undecided voters in the governor's race prefer Obama by a two to one margin.

In short, the election for North Carolina governor is extremely competitive, with Walter Dalton now in position to overtake Pat McCrory, provided he has the resources to wage a strong fall campaign.

The following presents further analysis of the points raised above.

**Pat McCrory's negatives have increased, and he shows marked vulnerability among voters due to his long-time connections to special interests.**

Currently, McCrory's "feeling thermometer" rating stands at 34% positive and 23% negative, which has notably tightened from the April survey (35% positive, 15% negative). His ratings have eroded even more in the three media markets (Raleigh-Durham, Greensboro, and Greenville/New Bern) where the North Carolina Citizens for Progress ran TV commercials raising concerns about McCrory's ties to special interest groups. For example, in the key Greensboro/Winston-Salem media market, McCrory's feeling thermometer tumbled from 30% positive, 7% negative in April to 29% positive, 25% negative in the current survey.

Further review of the polling data indicates that McCrory's ties to special interests and his unwillingness to be transparent about his finances are key factors driving

## ***GARINHARTYANG RESEARCH GROUP***

up his negatives. By a two to one ratio, North Carolinians are troubled by the fact that McCrory has failed to public release information like his tax returns that would reveal which special interests he has worked for with even a plurality of Soft McCrory voters expressing concern.

We also find that McCrory's long pattern of connections to special interests proves troubling to voters, including those in his native Charlotte—60% of whom say McCrory's full-time corporate salary while mayor of Charlotte and serving as a paid consultant to companies that receive state contracts gives them major doubts about supporting him.

**McCrory's initial double-digit lead in April (McCrory 46%, Dalton 34%) has been cut in half. This drop is due largely to the TV ads raising questions about his special interest connections and failure to release his taxes that would shed light on which interests he has actually worked for. This means Walter Dalton is now well within striking distance.**

The trial heat for governor now stands at McCrory 45%, Dalton 39%, and 16% undecided. Not only has Dalton closed the gap, but he has more votes to gain: he is winning among African Americans by a wide margin (70% to 12%), but he still trails President Obama's African-American vote (92%), and if we arbitrarily assign an 85% vote share to Dalton, the trial heat narrows to three points. (According to independent exit polling, McCrory got 3% of the African American vote against Bev Perdue's 95% four years ago.)

At the same time, our polling shows that the gubernatorial race is currently tied (41%-41%) in the three major TV markets (Raleigh-Durham, Greensboro, and New Bern) where the NCCP post-primary ads aired, a notable improvement from our pre-primary poll.