

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

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Edwards' drop in popularity

Raleigh, N.C. – John and Elizabeth Edwards have both had their popularity with North Carolinians decline in the wake of revelations about them in the new book *Game Change*.

John Edwards had already set the record for the worst numbers of anyone ever in a PPP poll last May, but he has now dropped from 19% of voters in the state holding a favorable opinion of him to just 15%. 72% see him in a negative light.

Interestingly he is actually more unpopular with men (75%) than women (68%). 25% of Democrats still hold a favorable view of him, but only 9% of independents and 3% of Republicans do.

Elizabeth Edwards has seen the much larger decline in her image, although she had a lot further to drop from her previously high level of popularity. 46% of voters in the state have a favorable opinion of her now, down from 58% in May. The percentage with a negative view of her has increased from 22% to 27%.

She was previously seen in a positive light by a majority of Democrats, Republicans, and independents but GOP voters now see her unfavorably by a 41/33 margin. She is considerably more popular with women than men.

“As more and more dirt about the Edwards’ comes to light it’s taking a toll on both of their images,” said Dean Debnam, President of Public Policy Polling. “John doesn’t have much further to drop but Elizabeth is not being viewed as sympathetically as she was before this book came out.”

PPP surveyed 678 North Carolina voters from January 15th to 18th. The survey’s margin of error is +/-3.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of John Edwards? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 15%
Unfavorable 72%
Not Sure..... 14%

Q2 Do you have a favorable or unfavorable opinion of Elizabeth Edwards? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....46% *Not Sure*.....27%
Unfavorable27%

Q3 If you are a woman, press 1, if a man, press 2.

Woman 52%
Man..... 48%

Q4 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 48%
Republican..... 35%
Independent/Other..... 17%

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

White 78%
African-American 19%
Other..... 3%

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 65, press 3. If older, press 4.

18 to 29..... 8%
30 to 45..... 23%
46 to 65..... 48%
Older than 65..... 20%

Q7

252..... 11%
336..... 20%
704..... 17%
828..... 15%
910..... 14%
919..... 23%





Crosstabs

	Base	Gender	
		Woman	Man
John Edwards Favorability			
Favorable	15%	15%	14%
Unfavorable	72%	68%	75%
Not Sure	14%	17%	11%

	Base	Gender	
		Woman	Man
Elizabeth Edwards Favorability			
Favorable	46%	50%	41%
Unfavorable	27%	22%	33%
Not Sure	27%	27%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
John Edwards Favorability				
Favorable	15%	25%	3%	9%
Unfavorable	72%	55%	89%	82%
Not Sure	14%	20%	8%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Elizabeth Edwards Favorability				
Favorable	46%	53%	33%	50%
Unfavorable	27%	19%	41%	24%
Not Sure	27%	28%	26%	26%





Crosstabs

	Base	Race		
		White	African-American	Other
John Edwards Favorability				
Favorable	15%	10%	35%	10%
Unfavorable	72%	80%	37%	68%
Not Sure	14%	10%	28%	22%

	Base	Race		
		White	African-American	Other
Elizabeth Edwards Favorability				
Favorable	46%	45%	52%	29%
Unfavorable	27%	30%	15%	29%
Not Sure	27%	25%	33%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
John Edwards Favorability					
Favorable	15%	18%	21%	14%	8%
Unfavorable	72%	65%	66%	73%	77%
Not Sure	14%	18%	14%	13%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Elizabeth Edwards Favorability					
Favorable	46%	39%	45%	48%	45%
Unfavorable	27%	27%	33%	25%	27%
Not Sure	27%	34%	23%	27%	28%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
John Edwards Favorability							
Favorable	15%	16%	18%	17%	14%	15%	10%
Unfavorable	72%	63%	66%	70%	71%	75%	80%
Not Sure	14%	21%	16%	14%	15%	11%	10%

	Base	Area Code					
		252	336	704	828	910	919
Elizabeth Edwards Favorability							
Favorable	46%	53%	43%	43%	52%	49%	41%
Unfavorable	27%	17%	23%	31%	18%	31%	36%
Not Sure	27%	30%	34%	25%	29%	20%	22%

