

FOR IMMEDIATE RELEASE

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Some Positive Signs for Perdue

Raleigh, N.C. – Bev Perdue’s approval numbers still aren’t anything to write home about, but they’re beginning to show some positive signs after almost a year’s worth of bad news.

30% of North Carolina voters now support the job she’s doing as Governor with 47% disapproving. That 47% disapproval figure is the lowest it’s been since last April when her numbers were a positive 41/40 spread. From May through December all but one PPP survey showed a majority of voters in the state disapproving of her. This is now the second month in a row that her disapproval has been under 50%.

Perdue’s 29% approval rating with independents this month is the best it’s been since last April, when it stood at 36%. And her 17% approval with Republicans is the strongest she’s shown since last March when it was 18%.

Those numbers with Republicans and independents are not particularly unusual for a Democrat in this political climate. What’s continuing to really hurt Perdue’s overall numbers is her own party’s lack of enthusiasm for her. 41% of Democrats like the job she’s doing to 37% who disapprove. The last time her approval was in overall positive territory her spread with Democrats was a 61/22.

“Bev Perdue’s biggest challenge now is to get Democrats enthusiastic about her,” said Dean Debnam, President of Public Policy Polling. “That’s what it will take to get her approval numbers back to a healthy level.”

Perdue is particularly struggling with African Americans- more disapprove than approve of her.

PPP surveyed 788 North Carolina voters from February 12th to 15th. The survey’s margin of error is +/-3.5%. 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.



North Carolina Survey Results

Q1 Do you approve or disapprove of Governor Bev Perdue's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve..... 30% *Not Sure*..... 23%
Disapprove..... 47%

Q2 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 48%
Obama..... 48%
Someone else/Don't remember 4%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 17%
Moderate..... 39%
Conservative..... 44%

Q4 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 16%
Suburban 29%
Rural..... 27%
Small Town..... 28%

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

Woman 52%
Man..... 48%

Q6 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..... 44%
Republican..... 38%
Independent/Other..... 18%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 77%
African-American 20%
Other..... 3%

Q8 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..... 10%
30 to 45..... 25%
46 to 65..... 44%
Older than 65..... 21%

Q9

252..... 9%
336..... 21%
704..... 19%
828..... 16%
910..... 14%
919..... 21%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Perdue Approval				
Approve	30%	15%	45%	23%
Disapprove	47%	62%	32%	50%
Not Sure	23%	24%	23%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	30%	47%	35%	18%
Disapprove	47%	31%	42%	58%
Not Sure	23%	22%	23%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	30%	36%	32%	24%	29%
Disapprove	47%	39%	44%	54%	48%
Not Sure	23%	25%	24%	22%	23%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	30%	32%	27%
Disapprove	47%	43%	51%
Not Sure	23%	25%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	30%	41%	17%	29%
Disapprove	47%	37%	58%	49%
Not Sure	23%	22%	25%	22%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	30%	28%	37%	23%
Disapprove	47%	49%	42%	41%
Not Sure	23%	24%	21%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	30%	29%	20%	31%	38%
Disapprove	47%	46%	57%	48%	34%
Not Sure	23%	24%	23%	21%	28%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	30%	17%	33%	28%	29%	32%	33%
Disapprove	47%	56%	45%	53%	49%	47%	39%
Not Sure	23%	27%	23%	19%	22%	21%	28%

