FOR IMMEDIATE RELEASE **March 24, 2010**

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

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama Approval Still Negative

Raleigh, N.C. – Barack Obama's approval rating in North Carolina continues to be in negative territory, with 46% of voters in the state giving him good marks while 49% say they're unhappy with the job he's doing.

Obama's North Carolina numbers have been on positive ground only once since July. He continues to have pretty good numbers with Democrats at 77% approving and 18% disapproving. But support from Republicans is nonexistent at a 7/89 spread, and independents are arrayed against him by a 41/50 margin right now as well.

One of Obama's biggest problems is that voters don't feel their personal economic situations have improved since he took office. 51% say things have gotten worse for them over the last year compared to just 10% who say they've gotten better and 39% who say things are about the same.

There is not a ton of optimism that things will be better a year from now either. 38% believe their situations will remain static while 35% think they will become worse and only 27% think they will improve.

North Carolinians are currently pretty divided about how they will vote for Congress this year with 43% saying they'll go Republican and 42% saying they'll support Democrats.

"The simple truth is that Barack Obama's approval rating in North Carolina is not going to get back over 50% until the economy starts really improving," said Dean Debnam, President of Public Policy Polling. "That will have much more influence on his popularity than any other factor."

PPP surveyed 878 North Carolina voters from March 12th to 15th. The survey's margin of error is +/-3.3%. 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 approve or disapprove of President Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve	46%
Disapprove	49%
Not Sure	5%

Q2 If there was an election for Congress today, would you vote Democratic or Republican? If Democratic, press 1. If Republican, press 2. If you're undecided, press 3.

Democratic	42%
Republican	43%
Undecided	14%

Q3 Do you think Ulysses Grant should be replaced on the $50 bill by Ronald Reagan? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes	16%
No	67%
Not Sure	17%

Q4 Do you feel that your personal economic situation has improved, worsened, or stayed about the same in the last year? If it's improved, press 1. If it's worsened, press 2. If it's stayed about the same, press 3.

Improved	10%
Worsened	51%
About the Same	39%

Q5 A year from now do you think your personal economic situation will be better, worse, or about the same as it is now? If better, press 1. If worse, press 2. If about the same, press 3.

Better	27%
Worse	35%
About the Same	38%

Q6 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	47%
Someone else/Don't remember	6%

Q7 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	42%
Conservative	41%

Q8 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	14%
Suburban	27%
Rural	29%
Small Town	30%

Q9 If you are a woman, press 1, if a man, press 2.

Woman	53%
Man	47%

Q10 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	47%
Republican	35%
Independent/Other	18%

March 12-15, 2010
Survey of 878 North Carolina voters

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Q11 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%

Q12 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	26%
46 to 65	46%
Older than 65	18%

Q13

252	14%
336	19%
704	18%
828	15%
910	14%
919	21%

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Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Obama Approval				
Approve	**46%**	7%	88%	17%
Disapprove	**49%**	89%	7%	61%
Not Sure	**5%**	4%	5%	22%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Generic Congressional Ballot				
Democratic	**42%**	6%	81%	19%
Republican	**43%**	83%	5%	34%
Undecided	**14%**	11%	14%	47%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
$50 Bill Change				
Yes	**16%**	24%	7%	16%
No	**67%**	59%	78%	51%
Not Sure	**17%**	17%	14%	34%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Personal Economic Situation				
Improved	**10%**	3%	18%	7%
Worsened	**51%**	70%	31%	56%
About the Same	**39%**	27%	51%	37%

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Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Personal Economic Situation a year from now				
Better	**27%**	10%	44%	22%
Worse	**35%**	53%	15%	40%
About the Same	**38%**	37%	41%	38%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	**46%**	91%	59%	14%
Disapprove	**49%**	6%	34%	82%
Not Sure	**5%**	3%	7%	5%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Congressional Ballot				
Democratic	**42%**	84%	55%	11%
Republican	**43%**	5%	28%	77%
Undecided	**14%**	11%	17%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
$50 Bill Change				
Yes	**16%**	2%	12%	26%
No	**67%**	83%	74%	54%
Not Sure	**17%**	15%	15%	20%

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Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Personal Economic Situation				
Improved	**10%**	21%	12%	4%
Worsened	**51%**	31%	43%	68%
About the Same	**39%**	48%	45%	28%

	Base	Ideology		
		Liberal	Moderate	Conservative
Personal Economic Situation a year from now				
Better	**27%**	46%	33%	12%
Worse	**35%**	15%	25%	53%
About the Same	**38%**	39%	42%	35%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	**46%**	61%	49%	36%	45%
Disapprove	**49%**	33%	44%	59%	50%
Not Sure	**5%**	5%	6%	5%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Congressional Ballot					
Democratic	**42%**	59%	39%	35%	44%
Republican	**43%**	31%	44%	49%	43%
Undecided	**14%**	10%	17%	16%	13%

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Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
$50 Bill Change					
Yes	**16%**	12%	14%	22%	14%
No	**67%**	69%	73%	62%	67%
Not Sure	**17%**	19%	13%	16%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Personal Economic Situation					
Improved	**10%**	14%	14%	9%	7%
Worsened	**51%**	43%	43%	58%	55%
About the Same	**39%**	43%	43%	34%	38%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Personal Economic Situation a year from now					
Better	**27%**	38%	30%	22%	24%
Worse	**35%**	24%	28%	42%	39%
About the Same	**38%**	38%	43%	36%	37%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	**46%**	50%	41%
Disapprove	**49%**	44%	54%
Not Sure	**5%**	6%	4%

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Crosstabs

	Base	Gender	
		Woman	Man
Generic Congressional Ballot			
Democratic	**42%**	45%	38%
Republican	**43%**	38%	49%
Undecided	**14%**	16%	12%

	Base	Gender	
		Woman	Man
$50 Bill Change			
Yes	**16%**	11%	22%
No	**67%**	68%	66%
Not Sure	**17%**	21%	12%

	Base	Gender	
		Woman	Man
Personal Economic Situation			
Improved	**10%**	9%	12%
Worsened	**51%**	50%	51%
About the Same	**39%**	41%	36%

	Base	Gender	
		Woman	Man
Personal Economic Situation a year from now			
Better	**27%**	25%	29%
Worse	**35%**	33%	36%
About the Same	**38%**	42%	34%

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Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	**46%**	77%	7%	41%
Disapprove	**49%**	18%	89%	50%
Not Sure	**5%**	5%	4%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Congressional Ballot				
Democratic	**42%**	76%	3%	29%
Republican	**43%**	10%	91%	38%
Undecided	**14%**	14%	5%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
$50 Bill Change				
Yes	**16%**	7%	27%	18%
No	**67%**	78%	52%	68%
Not Sure	**17%**	14%	21%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Personal Economic Situation				
Improved	**10%**	15%	5%	10%
Worsened	**51%**	39%	66%	53%
About the Same	**39%**	46%	29%	37%

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Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Personal Economic Situation a year from now				
Better	**27%**	38%	12%	27%
Worse	**35%**	22%	52%	34%
About the Same	**38%**	40%	37%	40%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	**46%**	35%	86%	46%
Disapprove	**49%**	60%	7%	47%
Not Sure	**5%**	5%	7%	7%

	Base	Race		
		White	African-American	Other
Generic Congressional Ballot				
Democratic	**42%**	33%	81%	28%
Republican	**43%**	53%	7%	37%
Undecided	**14%**	14%	13%	35%

	Base	Race		
		White	African-American	Other
$50 Bill Change				
Yes	**16%**	17%	10%	16%
No	**67%**	67%	69%	65%
Not Sure	**17%**	16%	20%	19%

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Crosstabs

	Base	Race		
		White	African-American	Other
Personal Economic Situation				
Improved	**10%**	9%	18%	7%
Worsened	**51%**	57%	30%	46%
About the Same	**39%**	35%	52%	47%

	Base	Race		
		White	African-American	Other
Personal Economic Situation a year from now				
Better	**27%**	20%	55%	23%
Worse	**35%**	40%	15%	34%
About the Same	**38%**	40%	31%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	**46%**	41%	47%	49%	41%
Disapprove	**49%**	48%	47%	48%	54%
Not Sure	**5%**	11%	6%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Congressional Ballot					
Democratic	**42%**	37%	41%	45%	39%
Republican	**43%**	44%	42%	41%	51%
Undecided	**14%**	18%	17%	14%	11%

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Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
$50 Bill Change					
Yes	**16%**	22%	17%	14%	16%
No	**67%**	52%	67%	73%	61%
Not Sure	**17%**	25%	16%	13%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Personal Economic Situation					
Improved	**10%**	10%	14%	10%	7%
Worsened	**51%**	53%	50%	51%	50%
About the Same	**39%**	37%	36%	39%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Personal Economic Situation a year from now					
Better	**27%**	34%	32%	26%	19%
Worse	**35%**	28%	30%	35%	45%
About the Same	**38%**	38%	38%	39%	37%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	**46%**	51%	41%	41%	46%	45%	53%
Disapprove	**49%**	43%	55%	54%	50%	46%	43%
Not Sure	**5%**	7%	4%	5%	4%	9%	4%

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Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Generic Congressional Ballot							
Democratic	**42%**	41%	39%	37%	45%	44%	46%
Republican	**43%**	40%	46%	48%	43%	38%	43%
Undecided	**14%**	18%	15%	15%	12%	18%	10%

	Base	Area Code					
		252	336	704	828	910	919
$50 Bill Change							
Yes	**16%**	22%	13%	14%	12%	17%	18%
No	**67%**	56%	67%	69%	75%	63%	72%
Not Sure	**17%**	22%	20%	17%	13%	20%	10%

	Base	Area Code					
		252	336	704	828	910	919
Personal Economic Situation							
Improved	**10%**	11%	7%	9%	11%	10%	15%
Worsened	**51%**	54%	54%	53%	49%	50%	46%
About the Same	**39%**	36%	39%	38%	40%	41%	39%

	Base	Area Code					
		252	336	704	828	910	919
Personal Economic Situation a year from now							
Better	**27%**	31%	22%	29%	22%	33%	27%
Worse	**35%**	31%	42%	35%	34%	33%	31%
About the Same	**38%**	38%	36%	36%	44%	34%	42%

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