

**FOR IMMEDIATE RELEASE**

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## **Perdue Approval Goes Back Down**

**Raleigh, N.C.** – After showing progress through the first three months of 2010 Bev Perdue’s approval numbers are back down to where they were in December.

52% of North Carolinians disapprove of the job Perdue is doing while only 28% approve. A month ago her approval was 32% with only 47% disapproving. The Governor’s biggest problem continues to be a lack of enthusiasm from within her own party. Just 44% of Democrats like the job she’s doing while 33% give her poor marks.

She is incredibly unpopular with Republicans at a 9/76 approval spread but that’s really nothing unusual in this political climate. More worrisome for Perdue should be that 56% of independents disapprove of her to only 23% who say she’s doing well.

Perhaps in part a reflection on their feelings toward Perdue, North Carolina voters say they’re planning to vote Republican for the legislature this fall by a 45-42 margin. Most notably independents lean toward the GOP 47-18. Republicans also continue to be more unified with 89% of their voters planning to support the party this fall compared to 78% of Democrats.

“An unpopular Governor will make things much harder for Democratic candidates at the polls this fall,” said Dean Debnam, President of Public Policy Polling. “Last year’s legislative session started Perdue’s approval decline and she has to use this year’s as an opportunity to get them headed back in the right direction for good.”

Despite a spate of recent Democratic scandals voters in North Carolina are almost evenly divided on which party they trust more to clean up state government. 41% pick the Republicans and 39% the Democrats.

PPP surveyed 742 North Carolina voters from April 8<sup>th</sup> to 11<sup>th</sup>. The survey’s margin of error is +/-3.6%. 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](http://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*..... 28% *Not Sure*..... 20%  
*Disapprove*..... 52%

**Q2** Do you trust Democrats or Republicans more to clean up state government in North Carolina? If Democrats, press 1. If Republicans, press 2. If you're not sure, press 3.

*Democrats* ..... 39%  
*Republicans* ..... 41%  
*Not Sure*..... 20%

**Q3** If there was an election for the state legislature today, would you vote Democratic or Republican? If Democratic, press 1. If Republican, press 2. If you're undecided, press 3.

*Democratic*..... 42%  
*Republican*..... 45%  
*Undecided*..... 14%

**Q4** Compared to other states, do you think taxes in North Carolina are higher, lower, or about the same? If you think North Carolina has higher than normal taxes, press 1. If you think it has lower than normal taxes, press 2. If you think it has taxes about the same as other states, press 3. If you're not sure, press 4.

*Higher*..... 59%  
*Lower*..... 10%  
*About the same*..... 26%  
*Not Sure*..... 5%

**Q5** 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*..... 49%  
*Obama* ..... 48%  
*Someone else/Don't remember* ..... 3%

**Q6** 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%

**Q7** 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* ..... 28%  
*Rural* ..... 28%  
*Small Town*..... 30%

**Q8** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 56%  
*Man*..... 44%

**Q9** 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*..... 17%





**Q10** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 75%  
*African-American* ..... 22%  
*Other*..... 3%

**Q11** 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*..... 25%  
*46 to 65*..... 45%  
*Older than 65*..... 22%

**Q12**

252..... 15%  
 336..... 20%  
 704..... 24%  
 828..... 14%  
 910..... 11%  
 919..... 17%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Perdue Approval</b>				
<b>Approve</b>	28%	10%	48%	11%
<b>Disapprove</b>	52%	73%	30%	71%
<b>Not Sure</b>	19%	17%	22%	17%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Party to clean up state government</b>				
<b>Democrats</b>	39%	3%	77%	18%
<b>Republicans</b>	41%	78%	4%	30%
<b>Not Sure</b>	20%	18%	20%	51%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	42%	4%	82%	11%
<b>Republican</b>	45%	83%	6%	37%
<b>Undecided</b>	13%	13%	11%	51%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>North Carolina Taxes</b>				
<b>Higher</b>	59%	72%	47%	48%
<b>Lower</b>	10%	4%	16%	7%
<b>About the same</b>	26%	20%	32%	41%
<b>Not Sure</b>	5%	4%	6%	3%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Perdue Approval</b>				
<b>Approve</b>	<b>28%</b>	54%	37%	10%
<b>Disapprove</b>	<b>52%</b>	30%	41%	71%
<b>Not Sure</b>	<b>20%</b>	15%	22%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Party to clean up state government</b>				
<b>Democrats</b>	<b>39%</b>	78%	54%	11%
<b>Republicans</b>	<b>41%</b>	7%	22%	70%
<b>Not Sure</b>	<b>20%</b>	14%	24%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	<b>42%</b>	81%	57%	13%
<b>Republican</b>	<b>45%</b>	8%	25%	75%
<b>Undecided</b>	<b>14%</b>	10%	17%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>North Carolina Taxes</b>				
<b>Higher</b>	<b>59%</b>	42%	49%	74%
<b>Lower</b>	<b>10%</b>	19%	11%	5%
<b>About the same</b>	<b>26%</b>	36%	33%	17%
<b>Not Sure</b>	<b>5%</b>	4%	7%	5%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Perdue Approval</b>					
<b>Approve</b>	28%	39%	31%	22%	26%
<b>Disapprove</b>	52%	38%	52%	61%	52%
<b>Not Sure</b>	20%	23%	17%	17%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Party to clean up state government</b>					
<b>Democrats</b>	39%	44%	43%	32%	39%
<b>Republicans</b>	41%	36%	37%	48%	41%
<b>Not Sure</b>	20%	20%	20%	20%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Legislative Ballot</b>					
<b>Democratic</b>	42%	47%	49%	32%	42%
<b>Republican</b>	45%	38%	40%	54%	44%
<b>Undecided</b>	14%	15%	12%	14%	15%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>North Carolina Taxes</b>					
<b>Higher</b>	59%	62%	51%	65%	59%
<b>Lower</b>	10%	9%	11%	7%	11%
<b>About the same</b>	26%	25%	36%	20%	24%
<b>Not Sure</b>	5%	4%	2%	8%	6%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Perdue Approval</b>			
<b>Approve</b>	28%	28%	28%
<b>Disapprove</b>	52%	47%	59%
<b>Not Sure</b>	20%	24%	13%

	Base	Gender	
		Woman	Man
<b>Party to clean up state government</b>			
<b>Democrats</b>	39%	43%	34%
<b>Republicans</b>	41%	34%	49%
<b>Not Sure</b>	20%	22%	17%

	Base	Gender	
		Woman	Man
<b>Generic Legislative Ballot</b>			
<b>Democratic</b>	42%	46%	36%
<b>Republican</b>	45%	38%	53%
<b>Undecided</b>	14%	16%	11%

	Base	Gender	
		Woman	Man
<b>North Carolina Taxes</b>			
<b>Higher</b>	59%	57%	61%
<b>Lower</b>	10%	9%	10%
<b>About the same</b>	26%	27%	26%
<b>Not Sure</b>	5%	7%	3%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Perdue Approval</b>				
<b>Approve</b>	28%	44%	9%	23%
<b>Disapprove</b>	52%	33%	76%	56%
<b>Not Sure</b>	20%	22%	15%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Party to clean up state government</b>				
<b>Democrats</b>	39%	72%	2%	24%
<b>Republicans</b>	41%	10%	83%	40%
<b>Not Sure</b>	20%	18%	15%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	42%	78%	4%	18%
<b>Republican</b>	45%	11%	89%	47%
<b>Undecided</b>	14%	11%	7%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>North Carolina Taxes</b>				
<b>Higher</b>	59%	52%	70%	56%
<b>Lower</b>	10%	14%	3%	12%
<b>About the same</b>	26%	29%	22%	26%
<b>Not Sure</b>	5%	6%	5%	5%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Perdue Approval</b>				
<b>Approve</b>	28%	22%	47%	33%
<b>Disapprove</b>	52%	58%	36%	45%
<b>Not Sure</b>	20%	20%	17%	22%

	Base	Race		
		White	African-American	Other
<b>Party to clean up state government</b>				
<b>Democrats</b>	39%	27%	80%	44%
<b>Republicans</b>	41%	50%	10%	33%
<b>Not Sure</b>	20%	23%	10%	24%

	Base	Race		
		White	African-American	Other
<b>Generic Legislative Ballot</b>				
<b>Democratic</b>	42%	30%	83%	29%
<b>Republican</b>	45%	55%	10%	44%
<b>Undecided</b>	14%	15%	7%	27%

	Base	Race		
		White	African-American	Other
<b>North Carolina Taxes</b>				
<b>Higher</b>	59%	59%	61%	47%
<b>Lower</b>	10%	10%	8%	9%
<b>About the same</b>	26%	26%	24%	41%
<b>Not Sure</b>	5%	5%	7%	4%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Perdue Approval</b>					
<b>Approve</b>	28%	39%	26%	28%	28%
<b>Disapprove</b>	52%	45%	56%	53%	49%
<b>Not Sure</b>	20%	16%	18%	19%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Party to clean up state government</b>					
<b>Democrats</b>	39%	65%	38%	39%	31%
<b>Republicans</b>	41%	29%	38%	41%	50%
<b>Not Sure</b>	20%	6%	25%	20%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Legislative Ballot</b>					
<b>Democratic</b>	42%	65%	41%	43%	32%
<b>Republican</b>	45%	32%	44%	44%	50%
<b>Undecided</b>	14%	3%	15%	13%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>North Carolina Taxes</b>					
<b>Higher</b>	59%	58%	59%	58%	60%
<b>Lower</b>	10%	16%	8%	10%	8%
<b>About the same</b>	26%	23%	29%	26%	25%
<b>Not Sure</b>	5%	3%	4%	5%	7%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Perdue Approval</b>							
<b>Approve</b>	28%	27%	25%	33%	20%	26%	33%
<b>Disapprove</b>	52%	53%	59%	45%	61%	47%	49%
<b>Not Sure</b>	20%	19%	15%	22%	18%	26%	18%

	Base	Area Code					
		252	336	704	828	910	919
<b>Party to clean up state government</b>							
<b>Democrats</b>	39%	37%	40%	38%	28%	43%	47%
<b>Republicans</b>	41%	43%	42%	43%	47%	38%	32%
<b>Not Sure</b>	20%	20%	18%	19%	25%	18%	20%

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Legislative Ballot</b>							
<b>Democratic</b>	42%	42%	39%	42%	25%	47%	54%
<b>Republican</b>	45%	47%	47%	44%	56%	42%	31%
<b>Undecided</b>	14%	11%	13%	14%	19%	10%	14%

	Base	Area Code					
		252	336	704	828	910	919
<b>North Carolina Taxes</b>							
<b>Higher</b>	59%	64%	65%	55%	59%	56%	54%
<b>Lower</b>	10%	9%	12%	11%	7%	5%	11%
<b>About the same</b>	26%	25%	18%	29%	27%	30%	30%
<b>Not Sure</b>	5%	3%	5%	5%	6%	9%	5%

