



From: Dean Debnam and Tom Jensen, Public Policy Polling
To: Interested Parties
Subject: Obama well positioned to win North Carolina again
Date: 6-13-11

As Barack Obama visits North Carolina today a new Public Policy Polling survey of the state finds that he's well positioned to repeat his surprise victory there from 2008, and that the state is likely to play the most important role it has in the Presidential race in decades. Key findings from the poll include:

-Obama's approval numbers are on positive ground with 49% of voters approving of him to 47% who disapprove. 3 key things stand out. The first is his 35% standing with white voters, showing almost no decline from the 37% of the white vote he won in 2008. Obama is seeing much less slippage with white voters in North Carolina than he is nationally. The second is that he is on narrowly positive ground with independents at 47/46. That is a sharp departure from the poor numbers he had with that key voting bloc for most of the last two years. The third is that his approval rating with voters under 30 is a remarkable 76%, suggesting that voters new to the electorate in 2012 are likely to be strong Obama supporters.

-Obama leads head to head match ups with all of his top potential Republican opponents. A race with Mitt Romney would be a toss up, as Obama leads him 45-44. The President would start out with healthier advantages against the rest of the GOP field: 7 points over Tim Pawlenty at 47-40, 10 over Newt Gingrich at 50-40, 11 over Herman Cain at 48-37, and 14 over Sarah Palin at 52-38.

-The Republican candidate field is unpopular in North Carolina and beyond the President's decent approval numbers that's the main thing fueling his early leads. All the GOP contenders we tested have under water favorability spreads: 35/44 for Romney, 20/28 for Cain, 23/37 for Pawlenty, 31/62 for Palin, and 23/58 for Gingrich.

-North Carolina is likely to be much more important to the Presidential race next year than it was in 2008. Obama's approval numbers in North Carolina are superior to what we're finding for him in your quintessential swing states like Pennsylvania, Ohio, and Florida. While North Carolina was one of the closest states in the country in 2008, it was really just the cherry on top for Obama in an electoral landslide. This time it could very well be part of the path to 270 electoral votes for the President.

North Carolina is never going to be a cakewalk for Obama, especially if Romney is the nominee, but the state should be very competitive again in 2012. PPP surveyed 563 registered voters from June 8th to 11th with a margin of error of +/-4.1%.





North Carolina Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 49%
Disapprove..... 47%
Not sure 4%

Q2 Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable..... 20%
Unfavorable 28%
Not sure 52%

Q3 Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable..... 23%
Unfavorable 58%
Not sure 19%

Q4 Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable..... 31%
Unfavorable 62%
Not sure 7%

Q5 Do you have a favorable or unfavorable opinion of Tim Pawlenty?

Favorable..... 23%
Unfavorable 37%
Not sure 40%

Q6 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 35%
Unfavorable 44%
Not sure 22%

Q7 If the candidates for President next year were Democrat Barack Obama and Republican Herman Cain, who would you vote for?

Barack Obama..... 48%
Herman Cain..... 37%
Undecided..... 14%

Q8 If the candidates for President next year were Democrat Barack Obama and Republican Newt Gingrich, who would you vote for?

Barack Obama..... 50%
Newt Gingrich 40%
Undecided..... 9%

Q9 If the candidates for President next year were Democrat Barack Obama and Republican Sarah Palin, who would you vote for?

Barack Obama..... 52%
Sarah Palin 38%
Undecided..... 10%

Q10 If the candidates for President next year were Democrat Barack Obama and Republican Tim Pawlenty, who would you vote for?

Barack Obama..... 47%
Tim Pawlenty 40%
Undecided..... 13%

Q11 If the candidates for President next year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

Barack Obama..... 45%
Mitt Romney..... 44%
Undecided..... 11%





Q12 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	9%
<i>Somewhat liberal</i>	17%
<i>Moderate</i>	31%
<i>Somewhat conservative</i>	27%
<i>Very conservative</i>	17%

Q13 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q14 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	47%
<i>Republican</i>	36%
<i>Independent/Other</i>	16%

Q15 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	71%
<i>African-American</i>	23%
<i>Other</i>	6%

Q16 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	10%
<i>30 to 45</i>	28%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%

Q17

<i>252</i>	11%
<i>336</i>	19%
<i>704</i>	19%
<i>828</i>	16%
<i>910</i>	16%
<i>919</i>	19%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	49%	79%	88%	65%	20%	13%
Disapprove	47%	18%	10%	30%	78%	83%
Not sure	4%	3%	2%	6%	2%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cain Favorability						
Favorable	20%	10%	12%	9%	28%	42%
Unfavorable	28%	41%	34%	31%	23%	16%
Not sure	52%	49%	54%	60%	49%	42%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Gingrich Favorability						
Favorable	23%	17%	8%	18%	34%	33%
Unfavorable	58%	67%	76%	64%	43%	48%
Not sure	19%	16%	16%	18%	23%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Palin Favorability						
Favorable	31%	17%	11%	14%	44%	70%
Unfavorable	62%	78%	86%	77%	45%	26%
Not sure	7%	5%	3%	9%	11%	4%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Pawlenty Favorability						
Favorable	23%	12%	12%	13%	33%	44%
Unfavorable	37%	51%	54%	42%	25%	22%
Not sure	40%	37%	34%	45%	42%	34%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	35%	26%	18%	27%	52%	44%
Unfavorable	44%	53%	63%	46%	29%	37%
Not sure	22%	21%	19%	26%	19%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Cain						
Barack Obama	48%	76%	81%	67%	20%	12%
Herman Cain	37%	13%	7%	19%	62%	76%
Undecided	14%	11%	13%	14%	18%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Gingrich						
Barack Obama	50%	80%	87%	68%	22%	12%
Newt Gingrich	40%	14%	6%	24%	63%	83%
Undecided	9%	6%	7%	9%	16%	5%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Palin						
Barack Obama	52%	79%	85%	73%	22%	12%
Sarah Palin	38%	14%	7%	18%	62%	83%
Undecided	10%	7%	8%	9%	16%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Pawlenty						
Barack Obama	47%	78%	81%	64%	19%	12%
Tim Pawlenty	40%	12%	8%	21%	63%	85%
Undecided	13%	10%	11%	15%	18%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	45%	78%	79%	58%	19%	13%
Mitt Romney	44%	13%	11%	30%	68%	81%
Undecided	11%	9%	10%	12%	14%	6%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	49%	52%	46%
Disapprove	47%	43%	51%
Not sure	4%	5%	2%





Crosstabs

	Base	Gender	
		Woman	Man
Cain Favorability			
Favorable	20%	17%	25%
Unfavorable	28%	23%	34%
Not sure	52%	61%	42%

	Base	Gender	
		Woman	Man
Gingrich Favorability			
Favorable	23%	27%	19%
Unfavorable	58%	51%	67%
Not sure	19%	22%	15%

	Base	Gender	
		Woman	Man
Palin Favorability			
Favorable	31%	30%	32%
Unfavorable	62%	62%	61%
Not sure	7%	8%	6%

	Base	Gender	
		Woman	Man
Pawlenty Favorability			
Favorable	23%	20%	27%
Unfavorable	37%	32%	42%
Not sure	40%	48%	31%





Crosstabs

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	35%	36%	34%
Unfavorable	44%	36%	53%
Not sure	22%	28%	14%

	Base	Gender	
		Woman	Man
Obama/Cain			
Barack Obama	48%	50%	46%
Herman Cain	37%	35%	40%
Undecided	14%	14%	14%

	Base	Gender	
		Woman	Man
Obama/Gingrich			
Barack Obama	50%	51%	50%
Newt Gingrich	40%	40%	41%
Undecided	9%	9%	10%

	Base	Gender	
		Woman	Man
Obama/Palin			
Barack Obama	52%	53%	51%
Sarah Palin	38%	36%	41%
Undecided	10%	12%	8%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Pawlenty			
Barack Obama	47%	48%	47%
Tim Pawlenty	40%	35%	46%
Undecided	13%	18%	7%

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	45%	45%	46%
Mitt Romney	44%	40%	48%
Undecided	11%	15%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	49%	82%	8%	47%
Disapprove	47%	15%	88%	46%
Not sure	4%	3%	3%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Cain Favorability				
Favorable	20%	11%	30%	26%
Unfavorable	28%	35%	16%	33%
Not sure	52%	54%	54%	41%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Gingrich Favorability				
Favorable	23%	12%	40%	19%
Unfavorable	58%	71%	39%	64%
Not sure	19%	17%	21%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Favorability				
Favorable	31%	11%	61%	21%
Unfavorable	62%	86%	29%	64%
Not sure	7%	2%	10%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Pawlenty Favorability				
Favorable	23%	10%	39%	26%
Unfavorable	37%	49%	19%	41%
Not sure	40%	40%	42%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	35%	22%	52%	35%
Unfavorable	44%	56%	27%	45%
Not sure	22%	22%	21%	21%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Cain				
Barack Obama	48%	80%	8%	47%
Herman Cain	37%	10%	74%	37%
Undecided	14%	11%	18%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Gingrich				
Barack Obama	50%	84%	9%	45%
Newt Gingrich	40%	11%	82%	33%
Undecided	9%	5%	10%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Palin				
Barack Obama	52%	84%	12%	45%
Sarah Palin	38%	10%	79%	29%
Undecided	10%	6%	8%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Pawlenty				
Barack Obama	47%	81%	6%	41%
Tim Pawlenty	40%	10%	82%	33%
Undecided	13%	9%	12%	26%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	45%	77%	9%	36%
Mitt Romney	44%	13%	82%	47%
Undecided	11%	10%	9%	16%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	49%	35%	88%	74%
Disapprove	47%	61%	11%	24%
Not sure	4%	4%	2%	2%

	Base	Race		
		White	African-American	Other
Cain Favorability				
Favorable	20%	23%	13%	18%
Unfavorable	28%	24%	36%	33%
Not sure	52%	53%	50%	48%

	Base	Race		
		White	African-American	Other
Gingrich Favorability				
Favorable	23%	29%	9%	13%
Unfavorable	58%	54%	68%	64%
Not sure	19%	17%	23%	23%





Crosstabs

	Base	Race		
		White	African-American	Other
Palin Favorability				
Favorable	31%	39%	10%	24%
Unfavorable	62%	54%	82%	71%
Not sure	7%	7%	8%	5%

	Base	Race		
		White	African-American	Other
Pawlenty Favorability				
Favorable	23%	27%	12%	19%
Unfavorable	37%	31%	47%	62%
Not sure	40%	41%	41%	18%

	Base	Race		
		White	African-American	Other
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Favorable	35%	40%	20%	33%
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Crosstabs

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	Base	Race		
		White	African-American	Other
Obama/Romney				
Barack Obama	45%	33%	83%	47%
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Undecided	11%	11%	8%	16%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	49%	76%	49%	47%	42%
Disapprove	47%	19%	44%	52%	55%
Not sure	4%	5%	6%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cain Favorability					
Favorable	20%	19%	19%	20%	23%
Unfavorable	28%	38%	29%	25%	27%
Not sure	52%	43%	52%	55%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gingrich Favorability					
Favorable	23%	29%	17%	25%	25%
Unfavorable	58%	52%	58%	60%	57%
Not sure	19%	19%	25%	15%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Favorability					
Favorable	31%	14%	27%	36%	36%
Unfavorable	62%	71%	66%	59%	56%
Not sure	7%	14%	6%	6%	8%





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Favorable	23%	19%	19%	24%	29%
Unfavorable	37%	48%	38%	37%	32%
Not sure	40%	33%	43%	40%	39%

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Romney Favorability					
Favorable	35%	24%	26%	42%	39%
Unfavorable	44%	48%	56%	37%	38%
Not sure	22%	29%	18%	21%	23%

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Herman Cain	37%	14%	35%	42%	43%
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Newt Gingrich	40%	24%	36%	42%	49%
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Undecided	13%	19%	14%	9%	16%

	Base	Age			
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Obama/Romney					
Barack Obama	45%	67%	47%	41%	42%
Mitt Romney	44%	14%	39%	50%	53%
Undecided	11%	19%	14%	9%	6%

