

FOR IMMEDIATE RELEASE

October 6, 2009

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

Perdue approval hits lowest level yet

Raleigh, N.C. – Bev Perdue’s approval rating is now just 24%, the lowest it’s registered yet in a Public Policy Polling survey.

54% of voters in the state disapprove of the job she’s doing and 22% are ambivalent. Perdue’s numbers have hovered in the 24-27% range since July.

She predictably has just a 10% approval rating with Republicans. More problematic is that there are more Democrats (39%) who disapprove of the job she’s doing than who approve (38%.) Independents give her bad marks by a 60/21 spread as well.

Perdue gets poor numbers from key parts of the Democratic coalition as well. African Americans disapprove of her by a 42/34 spread and voters under 30 do so by a margin of 60/26.

Asked how they perceive Perdue ideologically 47% of voters think she’s a liberal while 40% believe she’s a moderate and 13% a conservative. Interestingly though most liberals do not think she’s one of them, which points to her difficulty in making voters feel like she identifies with them.

“A lot of folks thought once the budget was done and the General Assembly went home that Bev Perdue’s numbers would start to recover,” said Dean Debnam, President of Public Policy Polling. “That hasn’t proven to be the case though, as her numbers are hovering in the same range they were for most of the summer.”

PPP will release fresh numbers on Barack Obama tomorrow.

PPP surveyed 683 North Carolina voters from October 2nd to 4th. 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 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 24%
Disapprove..... 54%
Not Sure..... 22%

Q2 Do you think that Bev Perdue is a liberal, a moderate, or a conservative? If a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 47%
Moderate..... 40%
Conservative..... 13%

Q3 Do you support drilling for oil off the shore of North Carolina? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 66%
No..... 23%
Not Sure..... 11%

Q4 Do you support establishing wind farms off the coast of North Carolina? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 69%
No..... 14%
Not Sure..... 18%

Q5 What do you think should be a higher priority for North Carolina in meeting future energy needs: establishing offshore drilling or establishing offshore wind farms? If drilling, press 1. If wind farms, press 2. If you're not sure, press 3.

Drilling..... 42%
Wind Farms 42%
Not Sure..... 16%

Q6 When you watch cable news do you prefer CNN, Fox News, or MSNBC? If CNN, press 1. If Fox News, press 2. If MSNBC, press 3. If you never watch cable news, press 4.

CNN..... 31%
Fox News..... 49%
MSNBC..... 13%
Never watch cable 7%

Q7 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 16%
Moderate..... 37%
Conservative..... 47%

Q8 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq 6%
Education..... 10%
Economy and Jobs 43%
Taxes..... 8%
Moral and family values 15%
Health care 13%
Immigration..... 4%
Other..... 1%





Q9 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..... 13%
Suburban..... 24%
Rural..... 33%
Small Town..... 30%

Q10 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q11 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 43%
Republican..... 37%
Independent/Other..... 20%

Q12 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%

Q13 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..... 16%
30 to 45..... 22%
46 to 65..... 42%
Older than 65..... 20%

Q14

252..... 14%
336..... 23%
704..... 18%
828..... 15%
910..... 15%
919..... 15%





Crosstabs

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Perdue Approval					
Approve	24%	39%	12%	36%	21%
Disapprove	54%	38%	71%	35%	44%
Not Sure	22%	23%	17%	29%	35%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Perdue Ideology					
Liberal	47%	29%	65%	25%	40%
Moderate	40%	50%	30%	51%	49%
Conservative	13%	21%	6%	24%	10%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Offshore Drilling					
Yes	66%	54%	83%	40%	48%
No	23%	31%	8%	51%	35%
Not Sure	11%	15%	9%	9%	17%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Wind Farms					
Yes	69%	72%	65%	68%	82%
No	14%	11%	18%	13%	-
Not Sure	18%	17%	17%	19%	18%





Crosstabs

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Energy Priority					
Drilling	42%	29%	60%	16%	17%
Wind Farms	42%	57%	24%	65%	56%
Not Sure	16%	14%	16%	18%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	24%	42%	35%	10%
Disapprove	54%	32%	45%	69%
Not Sure	22%	26%	20%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Ideology				
Liberal	47%	29%	31%	65%
Moderate	40%	45%	56%	26%
Conservative	13%	25%	13%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Offshore Drilling				
Yes	66%	48%	54%	81%
No	23%	41%	32%	9%
Not Sure	11%	10%	14%	9%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Wind Farms				
Yes	69%	78%	69%	65%
No	14%	8%	13%	16%
Not Sure	18%	14%	18%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Energy Priority				
Drilling	42%	22%	27%	60%
Wind Farms	42%	66%	57%	23%
Not Sure	16%	12%	17%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	24%	38%	25%	20%	22%
Disapprove	54%	42%	53%	60%	54%
Not Sure	22%	19%	22%	21%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Ideology					
Liberal	47%	39%	44%	52%	47%
Moderate	40%	47%	42%	36%	41%
Conservative	13%	14%	14%	12%	13%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Offshore Drilling					
Yes	66%	66%	59%	72%	65%
No	23%	21%	27%	21%	21%
Not Sure	11%	13%	13%	7%	14%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Wind Farms					
Yes	69%	80%	66%	68%	67%
No	14%	6%	15%	15%	15%
Not Sure	18%	14%	20%	17%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Energy Priority					
Drilling	42%	38%	37%	47%	41%
Wind Farms	42%	46%	46%	40%	40%
Not Sure	16%	16%	18%	13%	19%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	24%	26%	22%
Disapprove	54%	49%	61%
Not Sure	22%	25%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Ideology			
Liberal	47%	42%	53%
Moderate	40%	43%	37%
Conservative	13%	15%	11%

	Base	Gender	
		Woman	Man
Offshore Drilling			
Yes	66%	59%	74%
No	23%	25%	19%
Not Sure	11%	16%	6%

	Base	Gender	
		Woman	Man
Wind Farms			
Yes	69%	66%	72%
No	14%	11%	17%
Not Sure	18%	24%	11%

	Base	Gender	
		Woman	Man
Energy Priority			
Drilling	42%	36%	47%
Wind Farms	42%	45%	39%
Not Sure	16%	19%	14%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	24%	38%	10%	21%
Disapprove	54%	39%	69%	60%
Not Sure	22%	23%	21%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Ideology				
Liberal	47%	33%	65%	45%
Moderate	40%	47%	30%	44%
Conservative	13%	20%	6%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Offshore Drilling				
Yes	66%	54%	82%	61%
No	23%	30%	10%	29%
Not Sure	11%	15%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Wind Farms				
Yes	69%	67%	66%	77%
No	14%	12%	15%	14%
Not Sure	18%	21%	19%	9%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Energy Priority				
Drilling	42%	27%	60%	39%
Wind Farms	42%	53%	27%	45%
Not Sure	16%	20%	12%	16%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	24%	21%	34%	32%
Disapprove	54%	58%	42%	38%
Not Sure	22%	21%	23%	30%

	Base	Race		
		White	African-American	Other
Perdue Ideology				
Liberal	47%	48%	42%	42%
Moderate	40%	41%	36%	51%
Conservative	13%	11%	23%	6%

	Base	Race		
		White	African-American	Other
Offshore Drilling				
Yes	66%	69%	61%	26%
No	23%	23%	17%	44%
Not Sure	11%	8%	22%	30%





Crosstabs

	Base	Race		
		White	African-American	Other
Wind Farms				
Yes	69%	71%	62%	56%
No	14%	14%	12%	14%
Not Sure	18%	15%	26%	31%

	Base	Race		
		White	African-American	Other
Energy Priority				
Drilling	42%	46%	28%	25%
Wind Farms	42%	42%	43%	43%
Not Sure	16%	13%	29%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	24%	26%	21%	24%	25%
Disapprove	54%	60%	58%	55%	46%
Not Sure	22%	14%	21%	21%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Ideology					
Liberal	47%	48%	50%	47%	43%
Moderate	40%	36%	33%	42%	47%
Conservative	13%	17%	17%	10%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Offshore Drilling					
Yes	66%	69%	68%	62%	70%
No	23%	17%	24%	27%	17%
Not Sure	11%	14%	8%	12%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wind Farms					
Yes	69%	74%	78%	64%	64%
No	14%	10%	12%	16%	14%
Not Sure	18%	17%	10%	20%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Energy Priority					
Drilling	42%	42%	39%	39%	49%
Wind Farms	42%	42%	49%	43%	32%
Not Sure	16%	16%	12%	17%	19%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	24%	22%	13%	18%	29%	30%	40%
Disapprove	54%	49%	64%	64%	47%	53%	42%
Not Sure	22%	29%	23%	17%	25%	18%	18%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Ideology							
Liberal	47%	56%	49%	47%	46%	53%	30%
Moderate	40%	33%	38%	40%	39%	33%	58%
Conservative	13%	11%	13%	13%	14%	14%	12%

	Base	Area Code					
		252	336	704	828	910	919
Offshore Drilling							
Yes	66%	66%	70%	64%	57%	82%	57%
No	23%	17%	17%	24%	35%	12%	33%
Not Sure	11%	17%	14%	12%	8%	6%	10%

	Base	Area Code					
		252	336	704	828	910	919
Wind Farms							
Yes	69%	67%	57%	67%	76%	75%	77%
No	14%	11%	19%	13%	14%	9%	14%
Not Sure	18%	22%	24%	20%	10%	16%	9%

	Base	Area Code					
		252	336	704	828	910	919
Energy Priority							
Drilling	42%	44%	44%	40%	39%	46%	35%
Wind Farms	42%	38%	38%	42%	51%	34%	52%
Not Sure	16%	18%	19%	18%	10%	20%	13%

