

FOR IMMEDIATE RELEASE

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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 back to the 20s

Raleigh, N.C. – After hitting the 30% mark in November, Bev Perdue’s approval rating is back into the 20s for PPP’s final North Carolina survey of 2009.

Just 27% of voters in the state like the job Perdue’s doing as Governor, with 53% disapproving. Perdue’s hit a new record level of disapproval from Republicans at 78% and her approval within her own party has dropped from 46% to 41% over the last month. She also continues to get poor reviews from independents. This month they go against her by a 56/28 margin.

There was a lot of speculation earlier in the year that Perdue’s unpopularity had been caused by the difficulties of dealing with the budget and the legislative session, but only 18% of voters think that Perdue’s performance has improved since the legislature went home.

Nor is there a lot of optimism that things will go better during Perdue’s second year in office. Only 32% of voters in the state express the sentiment that she will do a better job in 2010 than she did in 2009.

“Bev Perdue’s approval rating has been at 30% or lower ever since June,” said Dean Debnam, President of Public Policy Polling. “It’s clear that piecemeal changes to her way of operating will not get her out of this rut. It will take bold changes in 2010 if Perdue’s going to improve her standing with the state’s voters in the way that she needs to.”

PPP will release new numbers on the US Senate race tomorrow.

PPP surveyed 593 North Carolina voters from December 11th to 13th. The survey’s margin of error is +/-4.0%. 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* 27%
 - Disapprove*..... 53%
 - Not Sure*..... 19%
- Q2** Do you think Bev Perdue's performance as Governor has improved since the legislative session ended? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes* 18%
 - No*..... 49%
 - Not Sure*..... 33%
- Q3** Do you think Bev Perdue will do a better job as Governor in the second year of her term than she has in the first? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes* 32%
 - No*..... 44%
 - Not Sure*..... 24%
- Q4** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.
- Liberal*..... 19%
 - Moderate*..... 37%
 - Conservative*..... 45%
- Q5** 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* 29%
 - Rural*..... 28%
 - Small Town*..... 29%

- Q6** If you are a woman, press 1, if a man, press 2.
- Woman* 50%
 - Man*..... 50%
- Q7** 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*..... 34%
 - Independent/Other*..... 20%
- Q8** 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%
- Q9** 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*..... 14%
 - 30 to 45*..... 26%
 - 46 to 65*..... 40%
 - Older than 65*..... 20%
- Q10**
- 252*..... 15%
 - 336*..... 18%
 - 704*..... 15%
 - 828*..... 16%
 - 910*..... 17%
 - 919*..... 20%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	27%	50%	37%	10%
Disapprove	53%	28%	40%	74%
Not Sure	19%	22%	23%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Performance Improved				
Yes	18%	28%	26%	6%
No	49%	31%	37%	67%
Not Sure	33%	41%	37%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Second Year Better				
Yes	32%	53%	46%	12%
No	44%	20%	30%	64%
Not Sure	24%	27%	24%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	27%	38%	33%	21%	22%
Disapprove	53%	40%	48%	59%	59%
Not Sure	19%	22%	19%	19%	19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Performance Improved					
Yes	18%	26%	15%	16%	19%
No	49%	40%	49%	52%	51%
Not Sure	33%	34%	36%	33%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Second Year Better					
Yes	32%	41%	38%	23%	31%
No	44%	33%	38%	53%	46%
Not Sure	24%	27%	24%	24%	23%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	27%	28%	27%
Disapprove	53%	49%	57%
Not Sure	19%	24%	15%

	Base	Gender	
		Woman	Man
Perdue Performance Improved			
Yes	18%	18%	17%
No	49%	44%	54%
Not Sure	33%	38%	29%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Second Year Better			
Yes	32%	34%	30%
No	44%	36%	51%
Not Sure	24%	30%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	27%	41%	8%	28%
Disapprove	53%	34%	78%	56%
Not Sure	19%	25%	14%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Performance Improved				
Yes	18%	28%	6%	14%
No	49%	34%	73%	45%
Not Sure	33%	39%	21%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Second Year Better				
Yes	32%	48%	13%	28%
No	44%	23%	67%	52%
Not Sure	24%	29%	20%	21%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	27%	24%	41%	21%
Disapprove	53%	57%	35%	60%
Not Sure	19%	18%	24%	19%

	Base	Race		
		White	African-American	Other
Perdue Performance Improved				
Yes	18%	14%	33%	16%
No	49%	53%	34%	60%
Not Sure	33%	34%	33%	24%

	Base	Race		
		White	African-American	Other
Perdue Second Year Better				
Yes	32%	26%	58%	21%
No	44%	49%	21%	51%
Not Sure	24%	25%	20%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	27%	31%	23%	30%	26%
Disapprove	53%	58%	57%	52%	47%
Not Sure	19%	12%	20%	18%	26%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Performance Improved					
Yes	18%	23%	11%	19%	20%
No	49%	46%	54%	52%	40%
Not Sure	33%	31%	35%	29%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Second Year Better					
Yes	32%	42%	24%	32%	37%
No	44%	38%	52%	42%	39%
Not Sure	24%	19%	25%	26%	24%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	27%	32%	23%	25%	27%	25%	32%
Disapprove	53%	58%	61%	58%	51%	46%	47%
Not Sure	19%	10%	17%	17%	22%	29%	21%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Performance Improved							
Yes	18%	23%	14%	22%	18%	18%	14%
No	49%	46%	57%	54%	48%	44%	46%
Not Sure	33%	32%	29%	24%	34%	38%	40%



Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Second Year Better							
Yes	32%	40%	28%	28%	25%	34%	37%
No	44%	35%	47%	53%	51%	38%	38%
Not Sure	24%	24%	25%	19%	23%	28%	26%