



FOR IMMEDIATE RELEASE

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

Obama hits new NC low

Raleigh, N.C. – Barack Obama’s approval rating has hits its lowest level yet in PPP’s monthly North Carolina polling. 44% of voters in the state now like the job he’s doing as President with 50% disapproving.

The decline in Obama’s popularity has come largely among independents. 61% now disapprove of him to 33% giving him good marks. A month ago he received a 46% approval from them. As has been the case since he took office most Democrats (73%) but few Republicans (10%) like what he’s doing.

North Carolinians continue to be pretty skeptical of Obama’s plans on health care. 53% say they oppose his plan to only 38% who are supportive.

The state’s voters are pretty evenly divided when it comes to how they’ll cast their votes for Congress next year. 45% say they will vote Republicans to 43% who intend to vote Democratic. Independents are planning to support the GOP by a 46-24 margin. Republicans are also benefiting from a higher degree of party unity- 90% of their voters plan to support their party for Congress while just 78% of Democrats say the same of theirs.

“Barack Obama’s approval numbers in North Carolina are showing the same trends as the national ones,” said Dean Debnam, President of Public Policy Polling. “He’s maintaining a pretty high level of support from Democrats but his numbers are hurting with independents and that has major implications for his party’s fortunes this fall.”

Kay Hagan’s approval rating is 29%, with 42% disapproving of her.

PPP surveyed 678 North Carolina voters from January 15th to 18th. 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 President Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 44%
Disapprove..... 50%
Not Sure..... 6%

Q2 Do you support or oppose President Obama's health care plan, or do you not have an opinion? If you support it, press 1. If you oppose it, press 2. If you don't have an opinion, press 3.

Support..... 38%
Oppose..... 53%
No Opinion..... 8%

Q3 Do you approve or disapprove of Democratic Senator Kay Hagan's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve29% *Not Sure*.....29%
Disapprove.....42%

Q4 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..... 43%
Republican..... 45%
Undecided..... 12%

Q5 Who did you vote for President in 2008, or did you not vote or don't remember? If you voted for John McCain, press 1. If you voted for Barack Obama, press 2. If you didn't vote, press 3. If you don't remember or voted for someone else, press 4.

McCain..... 49%
Obama..... 46%
Didn't Vote 1%
Don't Remember/Voted for Someone Else 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..... 18%
Moderate..... 38%
Conservative..... 43%

Q7 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..... 8%
Economy and Jobs 54%
Taxes..... 5%
Moral and family values 12%
Health care 11%
Immigration..... 3%
Other..... 2%





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.

<i>Urban</i>	14%
<i>Suburban</i>	29%
<i>Rural</i>	27%
<i>Small Town</i>	30%

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

<i>Woman</i>	52%
<i>Man</i>	48%

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.

<i>Democrat</i>	48%
<i>Republican</i>	35%
<i>Independent/Other</i>	17%

Q11 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	78%
<i>African-American</i>	19%
<i>Other</i>	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.

<i>18 to 29</i>	8%
<i>30 to 45</i>	23%
<i>46 to 65</i>	48%
<i>Older than 65</i>	20%

Q13

<i>252</i>	11%
<i>336</i>	20%
<i>704</i>	17%
<i>828</i>	15%
<i>910</i>	14%
<i>919</i>	23%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Obama Approval					
Approve	44%	6%	87%	17%	24%
Disapprove	50%	90%	6%	61%	68%
Not Sure	6%	4%	6%	22%	8%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Obama Health Care					
Support	38%	3%	77%	28%	20%
Oppose	53%	93%	11%	44%	68%
No Opinion	8%	4%	12%	28%	12%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Hagan Approval					
Approve	29%	6%	54%	17%	14%
Disapprove	42%	70%	11%	44%	57%
Not Sure	29%	23%	35%	39%	28%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Generic Congressional Ballot					
Democratic	43%	7%	82%	33%	28%
Republican	45%	82%	7%	33%	49%
Undecided	12%	11%	12%	33%	22%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Issues					
War in Iraq	6%	5%	8%	11%	-
Education	8%	3%	12%	-	16%
Economy and Jobs	54%	52%	56%	22%	55%
Taxes	5%	8%	2%	-	2%
Moral and family values	12%	17%	6%	22%	10%
Health care	11%	9%	13%	11%	8%
Immigration	3%	4%	1%	11%	4%
Other	2%	1%	2%	22%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	44%	85%	59%	14%
Disapprove	50%	8%	33%	83%
Not Sure	6%	7%	8%	3%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Health Care				
Support	38%	80%	51%	9%
Oppose	53%	14%	35%	87%
No Opinion	8%	6%	14%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	29%	59%	39%	7%
Disapprove	42%	10%	26%	70%
Not Sure	29%	31%	35%	23%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Congressional Ballot				
Democratic	43%	87%	54%	14%
Republican	45%	5%	29%	77%
Undecided	12%	8%	18%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Issues				
War in Iraq	6%	10%	6%	5%
Education	8%	14%	9%	5%
Economy and Jobs	54%	48%	58%	52%
Taxes	5%	2%	3%	8%
Moral and family values	12%	5%	7%	19%
Health care	11%	20%	10%	7%
Immigration	3%	-	3%	3%
Other	2%	1%	4%	1%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	44%	69%	49%	30%	42%
Disapprove	50%	25%	45%	65%	52%
Not Sure	6%	6%	6%	5%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Health Care					
Support	38%	64%	40%	22%	38%
Oppose	53%	29%	49%	71%	53%
No Opinion	8%	7%	10%	7%	9%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	29%	51%	31%	18%	26%
Disapprove	42%	27%	41%	49%	43%
Not Sure	29%	22%	27%	33%	31%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Congressional Ballot					
Democratic	43%	67%	44%	30%	40%
Republican	45%	24%	44%	55%	48%
Undecided	12%	9%	12%	15%	12%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Issues					
War in Iraq	6%	7%	6%	6%	6%
Education	8%	11%	11%	6%	5%
Economy and Jobs	54%	51%	57%	53%	52%
Taxes	5%	5%	5%	5%	5%
Moral and family values	12%	7%	4%	18%	16%
Health care	11%	16%	12%	7%	11%
Immigration	3%	2%	2%	2%	4%
Other	2%	-	2%	2%	2%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	44%	47%	41%
Disapprove	50%	47%	54%
Not Sure	6%	6%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Obama Health Care			
Support	38%	39%	37%
Oppose	53%	51%	56%
No Opinion	8%	9%	7%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	29%	32%	26%
Disapprove	42%	33%	51%
Not Sure	29%	35%	23%

	Base	Gender	
		Woman	Man
Generic Congressional Ballot			
Democratic	43%	46%	39%
Republican	45%	41%	49%
Undecided	12%	13%	12%

	Base	Gender	
		Woman	Man
Issues			
War in Iraq	6%	8%	4%
Education	8%	9%	7%
Economy and Jobs	54%	50%	57%
Taxes	5%	5%	5%
Moral and family values	12%	11%	13%
Health care	11%	12%	9%
Immigration	3%	2%	3%
Other	2%	2%	2%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	44%	73%	10%	33%
Disapprove	50%	19%	88%	61%
Not Sure	6%	8%	2%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Health Care				
Support	38%	65%	4%	30%
Oppose	53%	22%	91%	63%
No Opinion	8%	12%	4%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	29%	49%	5%	21%
Disapprove	42%	19%	72%	48%
Not Sure	29%	32%	24%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Congressional Ballot				
Democratic	43%	78%	3%	24%
Republican	45%	12%	90%	46%
Undecided	12%	10%	7%	30%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Issues				
War in Iraq	6%	7%	5%	5%
Education	8%	12%	3%	7%
Economy and Jobs	54%	55%	53%	50%
Taxes	5%	3%	8%	7%
Moral and family values	12%	7%	19%	11%
Health care	11%	12%	7%	13%
Immigration	3%	1%	3%	6%
Other	2%	2%	2%	2%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	44%	34%	85%	48%
Disapprove	50%	61%	7%	43%
Not Sure	6%	5%	7%	10%

	Base	Race		
		White	African-American	Other
Obama Health Care				
Support	38%	29%	76%	38%
Oppose	53%	64%	10%	45%
No Opinion	8%	7%	15%	17%

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	29%	25%	44%	31%
Disapprove	42%	49%	15%	29%
Not Sure	29%	26%	41%	40%





Crosstabs

	Base	Race		
		White	African-American	Other
Generic Congressional Ballot				
Democratic	43%	33%	83%	43%
Republican	45%	54%	9%	40%
Undecided	12%	13%	9%	17%

	Base	Race		
		White	African-American	Other
Issues				
War in Iraq	6%	6%	7%	7%
Education	8%	6%	15%	14%
Economy and Jobs	54%	53%	59%	45%
Taxes	5%	6%	2%	7%
Moral and family values	12%	12%	11%	17%
Health care	11%	12%	5%	7%
Immigration	3%	3%	-	2%
Other	2%	2%	1%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	44%	65%	41%	46%	36%
Disapprove	50%	29%	54%	50%	54%
Not Sure	6%	6%	5%	4%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Health Care					
Support	38%	56%	38%	39%	28%
Oppose	53%	34%	55%	54%	58%
No Opinion	8%	10%	7%	6%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	29%	38%	28%	28%	28%
Disapprove	42%	27%	44%	42%	47%
Not Sure	29%	35%	28%	30%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Congressional Ballot					
Democratic	43%	63%	41%	41%	39%
Republican	45%	34%	46%	45%	49%
Undecided	12%	3%	14%	13%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Issues					
War in Iraq	6%	6%	6%	5%	9%
Education	8%	11%	10%	6%	10%
Economy and Jobs	54%	54%	48%	58%	50%
Taxes	5%	7%	5%	6%	3%
Moral and family values	12%	11%	19%	10%	9%
Health care	11%	11%	9%	10%	14%
Immigration	3%	-	3%	3%	3%
Other	2%	-	1%	3%	2%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	44%	47%	43%	42%	38%	44%	51%
Disapprove	50%	51%	53%	50%	54%	50%	44%
Not Sure	6%	2%	4%	8%	8%	6%	5%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Obama Health Care							
Support	38%	37%	37%	36%	31%	32%	50%
Oppose	53%	57%	53%	55%	59%	59%	45%
No Opinion	8%	6%	10%	10%	10%	9%	6%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	29%	26%	30%	30%	24%	22%	37%
Disapprove	42%	40%	42%	46%	41%	50%	36%
Not Sure	29%	34%	28%	25%	35%	28%	28%

	Base	Area Code					
		252	336	704	828	910	919
Generic Congressional Ballot							
Democratic	43%	41%	40%	36%	41%	42%	52%
Republican	45%	46%	46%	54%	43%	47%	39%
Undecided	12%	12%	15%	10%	17%	12%	9%

	Base	Area Code					
		252	336	704	828	910	919
Issues							
War in Iraq	6%	9%	5%	7%	7%	7%	4%
Education	8%	11%	10%	5%	5%	3%	12%
Economy and Jobs	54%	51%	56%	54%	50%	59%	51%
Taxes	5%	11%	3%	4%	1%	8%	6%
Moral and family values	12%	10%	13%	16%	11%	11%	10%
Health care	11%	8%	10%	9%	17%	7%	12%
Immigration	3%	-	2%	3%	4%	4%	2%
Other	2%	1%	1%	2%	5%	1%	1%

