

FOR IMMEDIATE RELEASE

March 19, 2010

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 Improvement Continues

Raleigh, N.C. – For the first time in our monthly polling since last May Bev Perdue’s approval rating has risen above 30%, with 32% of voters now approving of the job she’s doing compared to 47% who disapprove.

Perdue’s numbers still aren’t very impressive, but her -15 approval spread is a 15 point improvement from as recently even as October when she was at 24/54 for a spread of -30.

Perdue’s getting close to having a majority of her party behind her again, with 49% of Democrats now saying she’s doing a good job to 29% disapproving. Her numbers continue to be pretty dismal with independents and Republicans though. She has approval spreads of 28/47 and 10/72 with the two of them respectively.

One of Perdue’s persistent problems has been that even though young voters tend to be a reliably Democratic demographic, she just doesn’t resonate with them. That problem persists in this poll, as they give her an approval rating of 27%, her worst with any age group. But she’s doing better with another key Democratic group, African Americans, who are finally giving her majority approval at 52/27.

“Bev Perdue still has a long ways to go but things don’t look nearly as dire for her as they did six months ago,” said Dean Debnam, President of Public Policy Polling. “Her numbers aren’t that different from what we’re seeing for most Governors at this point- if you care about being popular that’s not the job for you in this political climate.”

It continues to look like the state will have a closely fought battle for legislative control this year, as voters split evenly 42-42 on which party they plan to vote for in November.

PPP surveyed 878 North Carolina voters from March 12th to 15th. The survey’s margin of error is +/-3.3%. 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..... 32% Not Sure..... 21%
Disapprove..... 47%

Q2 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..... 42%
Undecided..... 15%

Q3 Do you feel that your area of North Carolina receives its fair share of state money for building roads? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 23%
No 55%
Not Sure..... 22%

Q4 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..... 48%
Obama..... 47%
Someone else/Don't remember 6%

Q5 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..... 42%
Conservative..... 41%

Q6 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 27%
Rural..... 29%
Small Town..... 30%

Q7 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q8 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..... 18%

Q9 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%

Q10 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..... 10%
30 to 45..... 26%
46 to 65..... 46%
Older than 65..... 18%





Q11

252.....	14%
336.....	19%
704.....	18%
828.....	15%
910.....	14%
919.....	21%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Perdue Approval				
Approve	32%	13%	53%	10%
Disapprove	47%	69%	24%	56%
Not Sure	21%	17%	23%	34%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Generic Legislative Ballot				
Democratic	42%	7%	81%	23%
Republican	42%	80%	5%	36%
Undecided	15%	13%	14%	41%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Road Money Fair				
Yes	23%	21%	24%	32%
No	55%	56%	54%	48%
Not Sure	22%	22%	22%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	32%	58%	37%	14%
Disapprove	47%	16%	40%	68%
Not Sure	21%	25%	23%	18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Legislative Ballot				
Democratic	42%	86%	55%	12%
Republican	42%	4%	26%	75%
Undecided	15%	10%	19%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Road Money Fair				
Yes	23%	22%	23%	24%
No	55%	48%	58%	54%
Not Sure	22%	30%	19%	22%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	32%	41%	31%	25%	34%
Disapprove	47%	32%	45%	55%	49%
Not Sure	21%	27%	24%	20%	17%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Legislative Ballot					
Democratic	42%	61%	39%	35%	44%
Republican	42%	28%	43%	47%	43%
Undecided	15%	11%	18%	18%	13%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Road Money Fair					
Yes	23%	20%	29%	18%	24%
No	55%	50%	47%	63%	55%
Not Sure	22%	30%	24%	19%	20%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	32%	32%	31%
Disapprove	47%	44%	51%
Not Sure	21%	24%	18%

	Base	Gender	
		Woman	Man
Generic Legislative Ballot			
Democratic	42%	46%	39%
Republican	42%	37%	48%
Undecided	15%	17%	13%

	Base	Gender	
		Woman	Man
Road Money Fair			
Yes	23%	22%	24%
No	55%	54%	56%
Not Sure	22%	24%	20%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	32%	49%	10%	28%
Disapprove	47%	29%	72%	47%
Not Sure	21%	22%	18%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Legislative Ballot				
Democratic	42%	78%	4%	26%
Republican	42%	10%	89%	35%
Undecided	15%	12%	7%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
Road Money Fair				
Yes	23%	21%	22%	31%
No	55%	58%	55%	45%
Not Sure	22%	21%	23%	24%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	32%	26%	52%	28%
Disapprove	47%	53%	27%	46%
Not Sure	21%	21%	20%	26%





Crosstabs

	Base	Race		
		White	African-American	Other
Generic Legislative Ballot				
Democratic	42%	32%	84%	28%
Republican	42%	52%	7%	35%
Undecided	15%	16%	9%	37%

	Base	Race		
		White	African-American	Other
Road Money Fair				
Yes	23%	24%	20%	19%
No	55%	53%	58%	60%
Not Sure	22%	23%	22%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	32%	27%	29%	31%	40%
Disapprove	47%	45%	51%	48%	41%
Not Sure	21%	28%	20%	21%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Legislative Ballot					
Democratic	42%	38%	41%	44%	42%
Republican	42%	43%	42%	40%	48%
Undecided	15%	19%	17%	16%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Road Money Fair					
Yes	23%	26%	27%	22%	18%
No	55%	55%	51%	55%	57%
Not Sure	22%	18%	22%	23%	24%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	32%	36%	31%	26%	29%	35%	33%
Disapprove	47%	45%	49%	54%	48%	45%	43%
Not Sure	21%	19%	21%	19%	23%	19%	24%

	Base	Area Code					
		252	336	704	828	910	919
Generic Legislative Ballot							
Democratic	42%	44%	41%	38%	42%	47%	44%
Republican	42%	43%	42%	44%	43%	38%	42%
Undecided	15%	14%	16%	17%	15%	15%	14%

	Base	Area Code					
		252	336	704	828	910	919
Road Money Fair							
Yes	23%	22%	23%	12%	21%	20%	38%
No	55%	54%	51%	69%	66%	51%	40%
Not Sure	22%	24%	26%	19%	13%	29%	22%

