



**FOR IMMEDIATE RELEASE**

**March 20, 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**

## **Obama approval holding strong**

**Raleigh, N.C.** – Barack Obama’s standing with North Carolina voters is holding steady over 50%, PPP’s monthly tracking poll finds.

53% of North Carolinians approve of the job he’s doing while 40% disapprove. In February the spread was 52/41.

The reaction to Obama’s work so far has been pretty consistent: heavy polarization along party lines with independents pretty much split. 84% of Democrats but only 15% of Republicans give him good marks. An equal number of independents- 46%- approve and disapprove of his work so far.

Predictably the groups that gave Obama the most support at the polls last fall- voters under 30, women, African Americans, and voters in the Triangle- give him his best reviews. He registers negative approval with rural voters, whites, and those in the mountains and the Triad.

“Barack Obama continues to benefit from strong approval ratings in North Carolina,” said Dean Debnam, President of Public Policy Polling. “He doesn’t seem to be winning over a lot of folks who didn’t vote for him, but he’s doing a good job of maintaining the support of the voters who delivered a surprise victory for him in the state.”

PPP also took a first look at Kay Hagan’s approval rating and found 36% of voters in the state giving her good reviews while 34% express disapproval of her work. The 30% without an opinion is not surprising given her length of time in office so far.

PPP surveyed 1,000 North Carolina voters from March 12<sup>th</sup> to 15<sup>th</sup>. The survey’s margin of error is +/-3.1%. 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](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

###





## 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* ..... 53%  
*Disapprove*..... 40%  
*Not Sure*..... 8%

**Q2** 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.

*Approve* ..... 36%  
*Disapprove*..... 34%  
*Not Sure*..... 30%

**Q3** 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*..... 40%  
*Conservative*..... 41%

**Q4** 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*..... 12%  
*Suburban* ..... 28%  
*Rural*..... 31%  
*Small Town*..... 29%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%

**Q6** 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*..... 36%  
*Independent/Other*..... 17%

**Q7** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 76%  
*African-American* ..... 21%  
*Other*..... 3%

**Q8** 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*..... 15%  
*30 to 45*..... 25%  
*46 to 65*..... 40%  
*Older than 65*..... 20%

**Q9**

*252*..... 13%  
*336*..... 20%  
*704*..... 19%  
*828*..... 15%  
*910*..... 11%  
*919*..... 21%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
<b>Approve</b>	<b>53%</b>	90%	65%	24%
<b>Disapprove</b>	<b>40%</b>	9%	26%	67%
<b>Not Sure</b>	<b>8%</b>	1%	9%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Hagan Approval</b>				
<b>Approve</b>	<b>36%</b>	62%	45%	15%
<b>Disapprove</b>	<b>34%</b>	10%	21%	57%
<b>Not Sure</b>	<b>30%</b>	27%	34%	28%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Obama Approval</b>					
<b>Approve</b>	<b>53%</b>	69%	59%	44%	49%
<b>Disapprove</b>	<b>40%</b>	24%	36%	48%	42%
<b>Not Sure</b>	<b>8%</b>	7%	6%	8%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Hagan Approval</b>					
<b>Approve</b>	<b>36%</b>	53%	39%	30%	32%
<b>Disapprove</b>	<b>34%</b>	20%	31%	41%	36%
<b>Not Sure</b>	<b>30%</b>	27%	30%	29%	32%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	53%	57%	47%
<b>Disapprove</b>	40%	35%	46%
<b>Not Sure</b>	8%	8%	7%

	Base	Gender	
		Woman	Man
<b>Hagan Approval</b>			
<b>Approve</b>	36%	39%	33%
<b>Disapprove</b>	34%	28%	41%
<b>Not Sure</b>	30%	33%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	53%	84%	15%	46%
<b>Disapprove</b>	40%	10%	76%	46%
<b>Not Sure</b>	8%	6%	9%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan Approval</b>				
<b>Approve</b>	36%	58%	9%	31%
<b>Disapprove</b>	34%	10%	61%	42%
<b>Not Sure</b>	30%	31%	30%	28%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	53%	41%	93%	57%
<b>Disapprove</b>	40%	50%	6%	40%
<b>Not Sure</b>	8%	9%	2%	2%

	Base	Race		
		White	African-American	Other
<b>Hagan Approval</b>				
<b>Approve</b>	36%	28%	62%	52%
<b>Disapprove</b>	34%	42%	8%	22%
<b>Not Sure</b>	30%	30%	31%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	53%	59%	51%	53%	48%
<b>Disapprove</b>	40%	39%	38%	40%	42%
<b>Not Sure</b>	8%	2%	11%	6%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan Approval</b>					
<b>Approve</b>	36%	33%	37%	38%	33%
<b>Disapprove</b>	34%	31%	33%	33%	39%
<b>Not Sure</b>	30%	37%	30%	29%	28%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama Approval</b>							
<b>Approve</b>	53%	59%	44%	54%	45%	49%	63%
<b>Disapprove</b>	40%	35%	49%	36%	47%	44%	31%
<b>Not Sure</b>	8%	6%	8%	10%	8%	7%	7%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan Approval</b>							
<b>Approve</b>	36%	47%	31%	31%	27%	38%	43%
<b>Disapprove</b>	34%	34%	37%	36%	38%	32%	27%
<b>Not Sure</b>	30%	19%	32%	33%	35%	31%	30%

