

FOR IMMEDIATE RELEASE

April 15, 2010

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Perdue Approval Goes Back Down

Raleigh, N.C. – After showing progress through the first three months of 2010 Bev Perdue's approval numbers are back down to where they were in December.

52% of North Carolinians disapprove of the job Perdue is doing while only 28% approve. A month ago her approval was 32% with only 47% disapproving. The Governor's biggest problem continues to be a lack of enthusiasm from within her own party. Just 44% of Democrats like the job she's doing while 33% give her poor marks.

She is incredibly unpopular with Republicans at a 9/76 approval spread but that's really nothing unusual in this political climate. More worrisome for Perdue should be that 56% of independents disapprove of her to only 23% who say she's doing well.

Perhaps in part a reflection on their feelings toward Perdue, North Carolina voters say they're planning to vote Republican for the legislature this fall by a 45-42 margin. Most notably independents lean toward the GOP 47-18. Republicans also continue to be more unified with 89% of their voters planning to support the party this fall compared to 78% of Democrats.

"An unpopular Governor will make things much harder for Democratic candidates at the polls this fall," said Dean Debnam, President of Public Policy Polling. "Last year's legislative session started Perdue's approval decline and she has to use this year's as an opportunity to get them headed back in the right direction for good."

Despite a spate of recent Democratic scandals voters in North Carolina are almost evenly divided on which party they trust more to clean up state government. 41% pick the Republicans and 39% the Democrats.

PPP surveyed 742 North Carolina voters from April 8th to 11th. The survey's margin of error is +/-3.6%. 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.



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..... 28% *Not Sure*..... 20%
Disapprove..... 52%

Q2 Do you trust Democrats or Republicans more to clean up state government in North Carolina? If Democrats, press 1. If Republicans, press 2. If you're not sure, press 3.

Democrats 39%
Republicans 41%
Not Sure..... 20%

Q3 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..... 45%
Undecided..... 14%

Q4 Compared to other states, do you think taxes in North Carolina are higher, lower, or about the same? If you think North Carolina has higher than normal taxes, press 1. If you think it has lower than normal taxes, press 2. If you think it has taxes about the same as other states, press 3. If you're not sure, press 4.

Higher..... 59%
Lower..... 10%
About the same..... 26%
Not Sure..... 5%

Q5 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..... 49%
Obama 48%
Someone else/Don't remember 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..... 17%
Moderate..... 39%
Conservative..... 44%

Q7 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 28%
Rural..... 28%
Small Town..... 30%

Q8 If you are a woman, press 1, if a man, press 2.

Woman 56%
Man..... 44%

Q9 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..... 17%





Q10 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 75%
African-American 22%
Other..... 3%

Q11 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..... 8%
30 to 45..... 25%
46 to 65..... 45%
Older than 65..... 22%

Q12

252..... 15%
 336..... 20%
 704..... 24%
 828..... 14%
 910..... 11%
 919..... 17%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Perdue Approval				
Approve	28%	10%	48%	11%
Disapprove	52%	73%	30%	71%
Not Sure	19%	17%	22%	17%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Party to clean up state government				
Democrats	39%	3%	77%	18%
Republicans	41%	78%	4%	30%
Not Sure	20%	18%	20%	51%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Generic Legislative Ballot				
Democratic	42%	4%	82%	11%
Republican	45%	83%	6%	37%
Undecided	13%	13%	11%	51%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
North Carolina Taxes				
Higher	59%	72%	47%	48%
Lower	10%	4%	16%	7%
About the same	26%	20%	32%	41%
Not Sure	5%	4%	6%	3%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	28%	54%	37%	10%
Disapprove	52%	30%	41%	71%
Not Sure	20%	15%	22%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Party to clean up state government				
Democrats	39%	78%	54%	11%
Republicans	41%	7%	22%	70%
Not Sure	20%	14%	24%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Legislative Ballot				
Democratic	42%	81%	57%	13%
Republican	45%	8%	25%	75%
Undecided	14%	10%	17%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
North Carolina Taxes				
Higher	59%	42%	49%	74%
Lower	10%	19%	11%	5%
About the same	26%	36%	33%	17%
Not Sure	5%	4%	7%	5%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	28%	39%	31%	22%	26%
Disapprove	52%	38%	52%	61%	52%
Not Sure	20%	23%	17%	17%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Party to clean up state government					
Democrats	39%	44%	43%	32%	39%
Republicans	41%	36%	37%	48%	41%
Not Sure	20%	20%	20%	20%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Legislative Ballot					
Democratic	42%	47%	49%	32%	42%
Republican	45%	38%	40%	54%	44%
Undecided	14%	15%	12%	14%	15%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
North Carolina Taxes					
Higher	59%	62%	51%	65%	59%
Lower	10%	9%	11%	7%	11%
About the same	26%	25%	36%	20%	24%
Not Sure	5%	4%	2%	8%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	28%	28%	28%
Disapprove	52%	47%	59%
Not Sure	20%	24%	13%

	Base	Gender	
		Woman	Man
Party to clean up state government			
Democrats	39%	43%	34%
Republicans	41%	34%	49%
Not Sure	20%	22%	17%

	Base	Gender	
		Woman	Man
Generic Legislative Ballot			
Democratic	42%	46%	36%
Republican	45%	38%	53%
Undecided	14%	16%	11%

	Base	Gender	
		Woman	Man
North Carolina Taxes			
Higher	59%	57%	61%
Lower	10%	9%	10%
About the same	26%	27%	26%
Not Sure	5%	7%	3%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	28%	44%	9%	23%
Disapprove	52%	33%	76%	56%
Not Sure	20%	22%	15%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Party to clean up state government				
Democrats	39%	72%	2%	24%
Republicans	41%	10%	83%	40%
Not Sure	20%	18%	15%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Legislative Ballot				
Democratic	42%	78%	4%	18%
Republican	45%	11%	89%	47%
Undecided	14%	11%	7%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
North Carolina Taxes				
Higher	59%	52%	70%	56%
Lower	10%	14%	3%	12%
About the same	26%	29%	22%	26%
Not Sure	5%	6%	5%	5%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	28%	22%	47%	33%
Disapprove	52%	58%	36%	45%
Not Sure	20%	20%	17%	22%

	Base	Race		
		White	African-American	Other
Party to clean up state government				
Democrats	39%	27%	80%	44%
Republicans	41%	50%	10%	33%
Not Sure	20%	23%	10%	24%

	Base	Race		
		White	African-American	Other
Generic Legislative Ballot				
Democratic	42%	30%	83%	29%
Republican	45%	55%	10%	44%
Undecided	14%	15%	7%	27%

	Base	Race		
		White	African-American	Other
North Carolina Taxes				
Higher	59%	59%	61%	47%
Lower	10%	10%	8%	9%
About the same	26%	26%	24%	41%
Not Sure	5%	5%	7%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	28%	39%	26%	28%	28%
Disapprove	52%	45%	56%	53%	49%
Not Sure	20%	16%	18%	19%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Party to clean up state government					
Democrats	39%	65%	38%	39%	31%
Republicans	41%	29%	38%	41%	50%
Not Sure	20%	6%	25%	20%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Legislative Ballot					
Democratic	42%	65%	41%	43%	32%
Republican	45%	32%	44%	44%	50%
Undecided	14%	3%	15%	13%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
North Carolina Taxes					
Higher	59%	58%	59%	58%	60%
Lower	10%	16%	8%	10%	8%
About the same	26%	23%	29%	26%	25%
Not Sure	5%	3%	4%	5%	7%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	28%	27%	25%	33%	20%	26%	33%
Disapprove	52%	53%	59%	45%	61%	47%	49%
Not Sure	20%	19%	15%	22%	18%	26%	18%

	Base	Area Code					
		252	336	704	828	910	919
Party to clean up state government							
Democrats	39%	37%	40%	38%	28%	43%	47%
Republicans	41%	43%	42%	43%	47%	38%	32%
Not Sure	20%	20%	18%	19%	25%	18%	20%

	Base	Area Code					
		252	336	704	828	910	919
Generic Legislative Ballot							
Democratic	42%	42%	39%	42%	25%	47%	54%
Republican	45%	47%	47%	44%	56%	42%	31%
Undecided	14%	11%	13%	14%	19%	10%	14%

	Base	Area Code					
		252	336	704	828	910	919
North Carolina Taxes							
Higher	59%	64%	65%	55%	59%	56%	54%
Lower	10%	9%	12%	11%	7%	5%	11%
About the same	26%	25%	18%	29%	27%	30%	30%
Not Sure	5%	3%	5%	5%	6%	9%	5%

