



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

Wife Popular, Husband Unpopular

Raleigh, N.C. – Former US Senator and Presidential candidate John Edwards' approval rating has fallen to its lowest point yet in North Carolina, Public Policy Polling finds.

Edwards received a 69% unfavorable opinion from North Carolinians last week, while only 19% gave a favorable opinion.

Although there is some difference along ideological lines, the message remains the same. Only 33% of those polled who classified themselves as liberal held Edwards in a favorable opinion, while 50% held an unfavorable opinion. Conservatives were even harsher – with 11% favorable and 78% unfavorable.

PPP found that Elizabeth Edwards, on the other hand, still maintains a strong approval rating, with 58% of those polled giving a favorable opinion of the former Senator's wife.

Again, liberals and conservatives generally agreed, with 68% and 50% holding favorable opinions, respectively.

“Even as John Edwards has become one of the most unpopular people in the state of North Carolina his wife remains quite well respected,” said Dean Debnam, President of Public Policy Polling. “There has been some controversy over her new book, but overall voters in the state are maintaining a pretty high opinion of her.”

PPP will have new numbers looking at Bev Perdue's standing with voters in the state in light of recently announced furloughs tomorrow.

PPP surveyed 755 North Carolina voters from May 8th to 10th. 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.

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North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of former US Senator and Presidential candidate John Edwards? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 19%
Unfavorable 69%
Not Sure..... 12%

Q2 Do you have a favorable or unfavorable opinion of Elizabeth Edwards? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 58%
Unfavorable 22%
Not Sure..... 20%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 16%
Moderate..... 39%
Conservative..... 46%

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..... 14%
Suburban 29%
Rural..... 26%
Small Town..... 30%

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

Woman 53%
Man..... 47%

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..... 49%
Republican..... 35%
Independent/Other..... 16%

Q7 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%

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..... 11%
30 to 45..... 25%
46 to 65..... 44%
Older than 65..... 20%

Q9

252..... 13%
336..... 18%
704..... 18%
828..... 15%
910..... 14%
919..... 22%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
John Edwards Favorability				
Favorable	19%	33%	22%	11%
Unfavorable	69%	50%	66%	78%
Not Sure	12%	17%	12%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Elizabeth Edwards Favorability				
Favorable	58%	68%	63%	50%
Unfavorable	22%	12%	21%	25%
Not Sure	20%	19%	16%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
John Edwards Favorability					
Favorable	19%	21%	18%	18%	19%
Unfavorable	69%	64%	72%	71%	66%
Not Sure	12%	15%	10%	11%	14%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Elizabeth Edwards Favorability					
Favorable	58%	53%	59%	59%	59%
Unfavorable	22%	29%	24%	21%	16%
Not Sure	21%	18%	17%	20%	25%





Crosstabs

	Base	Gender	
		Woman	Man
John Edwards Favorability			
Favorable	19%	22%	15%
Unfavorable	69%	60%	79%
Not Sure	12%	18%	6%

	Base	Gender	
		Woman	Man
Elizabeth Edwards Favorability			
Favorable	58%	62%	53%
Unfavorable	22%	16%	28%
Not Sure	20%	22%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
John Edwards Favorability				
Favorable	19%	30%	5%	16%
Unfavorable	69%	50%	90%	79%
Not Sure	12%	20%	5%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Elizabeth Edwards Favorability				
Favorable	58%	64%	50%	56%
Unfavorable	22%	14%	27%	32%
Not Sure	20%	22%	22%	12%





Crosstabs

	Base	Race		
		White	African-American	Other
John Edwards Favorability				
Favorable	19%	15%	33%	5%
Unfavorable	69%	76%	42%	78%
Not Sure	12%	8%	25%	17%

	Base	Race		
		White	African-American	Other
Elizabeth Edwards Favorability				
Favorable	58%	60%	53%	52%
Unfavorable	22%	22%	18%	27%
Not Sure	20%	18%	28%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
John Edwards Favorability					
Favorable	19%	23%	24%	20%	9%
Unfavorable	69%	51%	67%	68%	82%
Not Sure	12%	26%	9%	12%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Elizabeth Edwards Favorability					
Favorable	58%	44%	57%	62%	59%
Unfavorable	22%	26%	21%	20%	24%
Not Sure	20%	31%	22%	19%	17%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
John Edwards Favorability							
Favorable	19%	15%	17%	15%	30%	19%	19%
Unfavorable	69%	67%	75%	69%	62%	71%	69%
Not Sure	12%	18%	9%	16%	9%	10%	13%

	Base	Area Code					
		252	336	704	828	910	919
Elizabeth Edwards Favorability							
Favorable	58%	50%	56%	56%	64%	65%	58%
Unfavorable	22%	25%	24%	20%	18%	17%	23%
Not Sure	20%	25%	20%	24%	18%	18%	19%

