

**FOR IMMEDIATE RELEASE**

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

## **Obama Approval Holding Strong**

**Raleigh, N.C.** – Barack Obama’s approval rating with North Carolina voters has remained remarkably steady during the first four months of his term, staying consistently in a range between 51 and 54%. This month the numbers come down 51% approving and 41% disapproving.

The trend in voter perceptions of him has become pretty clear: Democrats all like him, few Republicans do, and independents are largely split down the middle. 81% of folks in his own party but only 12% in the GOP like what he’s doing. With independents it’s a positive 48/45 split.

The economy continues to be the biggest issue for voters in the state, although at 43% it is at one of its lowest levels since last summer. The decline in folks listing the economy has been concurrent with an increase in people listing moral and family values, which is now up to 18%.

“It’s interesting that even as Bev Perdue’s approval ratings have collapsed Barack Obama is holding strong,” said Dean Debnam, President of Public Policy Polling. “She seems to be absorbing a lot more of the blame from voters for the tough economy. It seems that the people who voted for Obama continue to be happy with the job he’s doing, which can’t also be said for the Governor.”

PPP also found that 60% of voters support keeping North Carolina’s current laws against beach hardening.

The final part of PPP’s monthly poll will come out Monday.

PPP surveyed 755 North Carolina voters from May 8<sup>th</sup> to 10<sup>th</sup>. 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](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.

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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* ..... 51%  
*Disapprove*..... 41%  
*Not Sure*..... 8%

**Q2** Do you support keeping North Carolina's current laws against beach hardening? If yes, press 1. If no, press 2.

*Yes* ..... 60%  
*No*..... 40%

**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** 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*..... 10%  
*Economy and Jobs* ..... 43%  
*Taxes*..... 8%  
*Moral and family values* ..... 18%  
*Health care* ..... 8%  
*Immigration*..... 5%  
*Other*..... 2%

**Q5** 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%

**Q6** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 53%  
*Man*..... 47%

**Q7** 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%

**Q8** 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%

**Q9** 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%





**Q10**

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





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
<b>Approve</b>	51%	90%	67%	24%
<b>Disapprove</b>	41%	7%	25%	67%
<b>Not Sure</b>	8%	3%	8%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Beach Hardening</b>				
<b>Yes</b>	60%	70%	60%	56%
<b>No</b>	40%	30%	40%	44%

Issues	Base	Ideology		
		Liberal	Moderate	Conservative
<b>War in Iraq</b>	6%	7%	7%	6%
<b>Education</b>	10%	19%	12%	6%
<b>Economy and Jobs</b>	43%	52%	49%	36%
<b>Taxes</b>	8%	-	8%	11%
<b>Moral and family values</b>	18%	5%	8%	30%
<b>Health care</b>	7%	14%	10%	2%
<b>Immigration</b>	5%	2%	3%	7%
<b>Other</b>	2%	1%	2%	2%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Obama Approval</b>					
<b>Approve</b>	51%	57%	57%	42%	52%
<b>Disapprove</b>	41%	33%	37%	52%	39%
<b>Not Sure</b>	8%	10%	6%	6%	9%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Beach Hardening</b>					
<b>Yes</b>	60%	64%	64%	54%	61%
<b>No</b>	40%	36%	36%	46%	39%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Issues</b>					
<b>War in Iraq</b>	6%	3%	11%	2%	7%
<b>Education</b>	10%	15%	10%	10%	9%
<b>Economy and Jobs</b>	43%	45%	45%	42%	41%
<b>Taxes</b>	8%	10%	7%	8%	8%
<b>Moral and family values</b>	18%	15%	12%	23%	20%
<b>Health care</b>	8%	8%	9%	6%	7%
<b>Immigration</b>	5%	3%	6%	5%	5%
<b>Other</b>	2%	1%	1%	3%	2%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	51%	54%	48%
<b>Disapprove</b>	41%	37%	46%
<b>Not Sure</b>	8%	9%	5%

	Base	Gender	
		Woman	Man
<b>Beach Hardening</b>			
<b>Yes</b>	60%	62%	58%
<b>No</b>	40%	38%	42%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Issues</b>			
War in Iraq	6%	6%	6%
Education	10%	11%	9%
Economy and Jobs	43%	44%	43%
Taxes	8%	4%	12%
Moral and family values	18%	20%	16%
Health care	8%	10%	5%
Immigration	5%	3%	7%
Other	2%	2%	2%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
Approve	51%	81%	12%	48%
Disapprove	41%	12%	80%	45%
Not Sure	8%	7%	8%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Beach Hardening</b>				
Yes	60%	62%	62%	49%
No	40%	38%	38%	51%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Issues</b>				
War in Iraq	6%	7%	5%	7%
Education	10%	14%	6%	9%
Economy and Jobs	43%	52%	31%	43%
Taxes	8%	1%	15%	13%
Moral and family values	18%	11%	30%	10%
Health care	8%	11%	3%	5%
Immigration	5%	2%	8%	8%
Other	2%	2%	1%	4%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	51%	40%	89%	59%
<b>Disapprove</b>	41%	50%	11%	34%
<b>Not Sure</b>	8%	10%	0%	7%

	Base	Race		
		White	African-American	Other
<b>Beach Hardening</b>				
<b>Yes</b>	60%	61%	62%	33%
<b>No</b>	40%	39%	38%	67%

	Base	Race		
		White	African-American	Other
<b>Issues</b>				
<b>War in Iraq</b>	6%	7%	5%	-
<b>Education</b>	10%	8%	19%	-
<b>Economy and Jobs</b>	43%	40%	52%	49%
<b>Taxes</b>	8%	9%	3%	17%
<b>Moral and family values</b>	18%	20%	9%	25%
<b>Health care</b>	8%	8%	7%	10%
<b>Immigration</b>	5%	6%	2%	-
<b>Other</b>	2%	2%	3%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	51%	53%	54%	54%	41%
<b>Disapprove</b>	41%	32%	41%	38%	52%
<b>Not Sure</b>	8%	16%	5%	7%	7%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Beach Hardening</b>					
<b>Yes</b>	60%	63%	68%	62%	47%
<b>No</b>	40%	38%	32%	38%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Issues</b>					
<b>War in Iraq</b>	6%	8%	7%	6%	5%
<b>Education</b>	10%	26%	11%	6%	9%
<b>Economy and Jobs</b>	43%	26%	43%	50%	37%
<b>Taxes</b>	8%	13%	7%	7%	8%
<b>Moral and family values</b>	18%	15%	18%	16%	22%
<b>Health care</b>	8%	3%	8%	7%	10%
<b>Immigration</b>	5%	5%	5%	4%	7%
<b>Other</b>	2%	5%	1%	2%	2%

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama Approval</b>							
<b>Approve</b>	51%	49%	49%	53%	50%	49%	57%
<b>Disapprove</b>	41%	42%	45%	37%	43%	41%	39%
<b>Not Sure</b>	8%	9%	6%	10%	7%	11%	4%

	Base	Area Code					
		252	336	704	828	910	919
<b>Beach Hardening</b>							
<b>Yes</b>	60%	57%	56%	58%	64%	64%	62%
<b>No</b>	40%	43%	44%	42%	36%	36%	38%







**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Issues</b>							
<b>War in Iraq</b>	6%	4%	5%	6%	6%	8%	9%
<b>Education</b>	10%	9%	13%	12%	10%	8%	9%
<b>Economy and Jobs</b>	43%	50%	48%	45%	37%	34%	43%
<b>Taxes</b>	8%	5%	8%	6%	10%	13%	6%
<b>Moral and family values</b>	18%	19%	15%	15%	24%	19%	16%
<b>Health care</b>	8%	7%	3%	7%	10%	8%	10%
<b>Immigration</b>	5%	3%	6%	9%	2%	6%	4%
<b>Other</b>	2%	2%	2%	1%	1%	3%	3%

