



FOR IMMEDIATE RELEASE

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Perdue Approval Drops Some More

Raleigh, N.C. – A month after Bev Perdue’s approval rating was at 34% it’s dropped further, the newest survey from Public Policy Polling finds.

Just 30% of voters in the state now say Perdue’s doing a good job, with 54% disapproving and 17% unsure. Perdue’s continual decline is largely attributable to erosion in support from the Democratic base.

In February 66% of voters in her party liked the job she was doing but by May that was at 50%, and now it’s down to 46%. She’s maintained steady (poor) ratings with Republicans and has had a less dramatic drop with independents.

“Right now Bev Perdue is suffering from one of the same criticisms she encountered during the campaign- she’s not giving voters a reason to like her,” said Dean Debnam, President of Public Policy Polling. “And while Democrats may have felt obligated to vote for her against a Republican, they don’t feel the same need to say they like the job she’s doing.”

51% of voters say the state should make up its budget shortfall completely with spending cuts, with just 32% saying they would support a mixture of spending cuts and new taxes. But when asked specifically about raising income taxes on people who make more than \$200,000 a year, 60% are supportive.

Earlier PPP polls showed support for increases in the cigarette and alcohol taxes. It seems voters are generally opposed to hikes but more supportive if it’s something they think other people are going to have to pay.

PPP surveyed 784 North Carolina voters from June 12th to 14th. The survey’s margin of error is +/-3.5%. 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 30%
Disapprove..... 53%
Not Sure..... 17%
- Q2** Do you think the legislature should deal with shortfalls in the state budget completely through spending cuts, or with a mix of spending cuts and new taxes? If you think shortfalls should be dealt with through a combination of spending cuts and new taxes, press 1. If you think they should be dealt with completely through spending cuts, press 2. If you're not sure, press 3.
- Spending Cuts and New Taxes 32% Spending Cuts Only..... 51%
Not Sure..... 18%
- Q3** Do you support raising the state income tax on residents who make more than \$200,000 a year? If yes, press 1. If no, press 2.
- Yes60% No.....40%
- Q4** 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.....41%
Conservative..... 43%
- 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 27%
Rural..... 27%
Small Town..... 31%
- 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 45%
Republican..... 37%
Independent/Other..... 18%
- 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..... 15%
30 to 45..... 25%
46 to 65..... 40%
Older than 65..... 20%
- Q10**
- 252..... 13%
336..... 20%
704..... 21%
828..... 14%
910..... 13%
919..... 19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	30%	48%	37%	17%
Disapprove	54%	26%	49%	68%
Not Sure	17%	26%	14%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Balancing Budget				
Spending Cuts and New Taxes	32%	56%	37%	18%
Spending Cuts Only	51%	27%	45%	65%
Not Sure	18%	18%	18%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
Raising State Income Tax				
Yes	60%	86%	69%	42%
No	40%	14%	31%	58%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	30%	47%	36%	20%	25%
Disapprove	54%	34%	48%	66%	57%
Not Sure	16%	19%	16%	14%	17%



Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Balancing Budget					
Spending Cuts and New Taxes	32%	46%	34%	27%	28%
Spending Cuts Only	50%	36%	52%	56%	51%
Not Sure	18%	18%	14%	17%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Raising State Income Tax					
Yes	60%	72%	50%	60%	64%
No	40%	28%	50%	40%	36%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	30%	26%	35%
Disapprove	53%	55%	52%
Not Sure	17%	20%	13%

	Base	Gender	
		Woman	Man
Balancing Budget			
Spending Cuts and New Taxes	32%	32%	31%
Spending Cuts Only	51%	47%	55%
Not Sure	18%	21%	13%



Crosstabs

	Base	Gender	
		Woman	Man
Raising State Income Tax			
Yes	60%	61%	59%
No	40%	39%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	30%	46%	12%	26%
Disapprove	53%	34%	74%	59%
Not Sure	17%	19%	14%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Balancing Budget				
Spending Cuts and New Taxes	32%	41%	19%	35%
Spending Cuts Only	51%	35%	68%	54%
Not Sure	18%	25%	13%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Raising State Income Tax				
Yes	60%	79%	40%	54%
No	40%	21%	60%	46%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	30%	25%	49%	14%
Disapprove	53%	59%	33%	53%
Not Sure	17%	15%	19%	33%

	Base	Race		
		White	African-American	Other
Balancing Budget				
Spending Cuts and New Taxes	32%	31%	34%	33%
Spending Cuts Only	51%	56%	33%	52%
Not Sure	18%	13%	33%	14%

	Base	Race		
		White	African-American	Other
Raising State Income Tax				
Yes	60%	57%	74%	41%
No	40%	43%	26%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	30%	31%	27%	30%	32%
Disapprove	53%	56%	59%	54%	43%
Not Sure	17%	13%	14%	16%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Balancing Budget					
Spending Cuts and New Taxes	32%	30%	34%	33%	29%
Spending Cuts Only	51%	49%	53%	51%	48%
Not Sure	18%	21%	13%	17%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Raising State Income Tax					
Yes	60%	68%	52%	63%	59%
No	40%	32%	48%	37%	41%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	30%	38%	21%	36%	26%	24%	35%
Disapprove	53%	55%	59%	48%	52%	60%	49%
Not Sure	17%	7%	20%	16%	22%	16%	17%

	Base	Area Code					
		252	336	704	828	910	919
Balancing Budget							
Spending Cuts and New Taxes	32%	35%	31%	33%	32%	25%	34%
Spending Cuts Only	51%	45%	46%	53%	51%	61%	50%
Not Sure	18%	20%	23%	15%	17%	14%	16%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Raising State Income Tax							
Yes	60%	70%	67%	62%	59%	55%	49%
No	40%	30%	33%	38%	41%	45%	51%

