

FOR IMMEDIATE RELEASE

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Perdue continues sinking

Raleigh, N.C. – Bev Perdue’s approval rating has continued its steady drop over the last month. From a high of 44% in March it went to 41% in April, 34% in May, 30% in June, and now down to 25% in July, Public Policy Polling’s newest survey finds.

55% of voters in the state disapprove of Perdue’s performance and 20% have no opinion. Her decline at this point is largely happening among Democrats. Last month 46% of them gave her good marks, but now just 38% do and a slight plurality of 40% within her own party say they disapprove of the job she’s doing. With independents she gets just 20% approval and with Republicans it’s 9%.

One reason for her increasing difficulties within her own party may be the base’s inclination to blame her more than Barack Obama for the problems with the economy. While overall 57% of voters say they pin blame for the current situation more on the President, among Democrats 63% say they fault Perdue more.

Even among core Democratic base groups like African Americans (39%), and voters under 30 (22%) Perdue has seen a steep decline in popularity.

“The big question now is when will Bev Perdue bottom out?” said Dean Debnam, President of Public Policy Polling. “At some point you would expect her approval numbers to start heading back in the right direction but for now they continue to get worse by the month.”

Perdue doesn’t exceed 30% approval in any region of the state and women are giving her the same 25% level of support that voters overall are.

PPP surveyed 767 North Carolina voters from July 10th to 12th. 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..... 25% *Not Sure*..... 20%
Disapprove..... 55%
- Q2** If you were going to blame a politician for the current problems with the economy, would it be George W. Bush, Barack Obama, or Bev Perdue? If George W. Bush, press 1. If Barack Obama, press 2. If Bev Perdue, press 3.
Bush 56%
Obama 37%
Perdue 6%
- Q3** Who do you hold more responsible for the current problems with the economy: Barack Obama or Bev Perdue? If Barack Obama, press 1. If Bev Perdue, press 2.
Obama 57%
Perdue 43%
- Q4** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.
Liberal..... 14%
Moderate..... 47%
Conservative..... 39%
- 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..... 13%
Suburban 27%
Rural..... 26%
Small Town..... 34%
- Q6** If you are a woman, press 1, if a man, press 2.
Woman 54%
Man..... 46%
- 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 47%
Republican..... 33%
Independent/Other..... 20%
- Q8** If you are white, press one now. If you are African-American, press two now. If other, press 3.
White 78%
African-American 19%
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..... 26%
46 to 65..... 42%
Older than 65..... 21%
- Q10**
252..... 12%
336..... 21%
704..... 17%
828..... 15%
910..... 17%
919..... 17%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	25%	43%	28%	15%
Disapprove	55%	28%	51%	69%
Not Sure	20%	28%	21%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Blame for the Economy pt. 1				
Bush	56%	92%	68%	31%
Obama	37%	7%	25%	62%
Perdue	6%	1%	7%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
Blame for the Economy pt. 2				
Obama	57%	36%	46%	75%
Perdue	43%	64%	54%	25%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	25%	27%	28%	20%	26%
Disapprove	55%	48%	50%	63%	55%
Not Sure	20%	25%	22%	17%	19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Blame for the Economy pt. 1					
Bush	56%	65%	62%	53%	51%
Obama	37%	32%	31%	41%	41%
Perdue	6%	3%	7%	6%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Blame for the Economy pt. 2					
Obama	57%	45%	57%	59%	60%
Perdue	43%	55%	43%	41%	40%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	25%	25%	25%
Disapprove	55%	52%	58%
Not Sure	20%	23%	17%

	Base	Gender	
		Woman	Man
Blame for the Economy pt. 1			
Bush	56%	59%	54%
Obama	37%	34%	41%
Perdue	6%	7%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Blame for the Economy pt. 2			
Obama	57%	51%	63%
Perdue	43%	49%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	25%	38%	9%	20%
Disapprove	55%	40%	73%	58%
Not Sure	20%	21%	18%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Blame for the Economy pt. 1				
Bush	56%	83%	18%	56%
Obama	37%	14%	71%	38%
Perdue	6%	3%	12%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Blame for the Economy pt. 2				
Obama	57%	37%	78%	65%
Perdue	43%	63%	22%	35%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	25%	21%	39%	42%
Disapprove	55%	59%	40%	47%
Not Sure	20%	20%	21%	11%

	Base	Race		
		White	African-American	Other
Blame for the Economy pt. 1				
Bush	56%	48%	89%	65%
Obama	37%	44%	11%	24%
Perdue	6%	8%	0%	11%

	Base	Race		
		White	African-American	Other
Blame for the Economy pt. 2				
Obama	57%	64%	30%	39%
Perdue	43%	36%	70%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	25%	22%	24%	24%	30%
Disapprove	55%	57%	52%	58%	51%
Not Sure	20%	20%	24%	18%	19%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Blame for the Economy pt. 1					
Bush	56%	57%	63%	56%	49%
Obama	37%	30%	32%	38%	46%
Perdue	6%	13%	5%	6%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Blame for the Economy pt. 2					
Obama	57%	51%	54%	57%	62%
Perdue	43%	49%	46%	43%	38%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	25%	28%	20%	23%	20%	30%	30%
Disapprove	55%	51%	61%	51%	60%	54%	50%
Not Sure	20%	21%	18%	26%	20%	17%	20%

	Base	Area Code					
		252	336	704	828	910	919
Blame for the Economy pt. 1							
Bush	56%	60%	56%	60%	50%	58%	55%
Obama	37%	33%	38%	32%	40%	37%	42%
Perdue	6%	6%	6%	8%	10%	5%	3%



Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Blame for the Economy pt. 2							
Obama	57%	55%	56%	60%	60%	53%	56%
Perdue	43%	45%	44%	40%	40%	47%	44%