

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

Obama below 50, bests Palin

Raleigh, N.C. – With his numbers among independents dropping, Barack Obama’s approval rating is below 50% in North Carolina for the first time in a PPP survey.

49% of voters in the state now say he’s doing a good job with 44% disapproving. The primary movement in the last month is among unaffiliated voters. Where they previously approved of Obama by a 49/43 margin, they’re now evenly split at 44.

Obama continues to draw strong marks from women, African Americans, and voters under 30. He’s in negative territory with men, whites, and senior citizens.

46% of North Carolinians have an unfavorable opinion of Sarah Palin with 44% looking at her positively. Those numbers are largely unchanged from last October. In a possible 2012 head to head contest, Obama leads her 49-42.

“Some independent voters are starting to pin blame for the economy on Barack Obama instead of George W. Bush and as that happens his approval ratings are seeing a slow decline,” said Dean Debnam, President of Public Policy Polling. “That movement is not too dramatic though as his approval has come in somewhere between 49 and 54 percent every month since he took office.”

Voters are evenly split on Kay Hagan with 32% approving and disapproving of her performance. Since April her numbers are down with Democrats but up with Republicans and independents.

Respondents also narrowly support allowing gays to serve openly in the military.

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 President Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 49%
Disapprove..... 44%
Not Sure..... 7%

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

Favorable..... 44%
Unfavorable 46%
Not Sure..... 10%

Q3 If the candidates for President in 2012 were Barack Obama and Sarah Palin, who would you vote for? If Barack Obama, press 1. If Sarah Palin, press 2. If you're undecided, press 3.

Obama 49% *Undecided*..... 9%
Palin..... 42%

Q4 Do you think homosexuals should be able to serve openly in the Military? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 44% *Not Sure*.....15%
No.....41%

Q5 Do you approve or disapprove of Democratic Senator Kay Hagan's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve32% *Not Sure*.....36%
Disapprove.....32%

Q6 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%

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..... 13%
Suburban27%
Rural.....26%
Small Town..... 34%

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

Woman 54%
Man.....46%

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..... 33%
Independent/Other..... 20%

Q10 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%





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.....	11%
30 to 45.....	26%
46 to 65.....	42%
Older than 65.....	21%

Q12

252.....	12%
336.....	21%
704.....	17%
828.....	15%
910.....	17%
919.....	17%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	49%	87%	59%	24%
Disapprove	44%	10%	31%	71%
Not Sure	7%	3%	10%	5%

	Base	Ideology		
		Liberal	Moderate	Conservative
Palin Favorability				
Favorable	44%	15%	32%	67%
Unfavorable	46%	79%	57%	23%
Not Sure	10%	6%	11%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Palin				
Obama	49%	86%	60%	23%
Palin	42%	12%	31%	66%
Undecided	9%	2%	10%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Gays in the Military				
Yes	44%	73%	56%	20%
No	41%	18%	29%	62%
Not Sure	15%	8%	15%	18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	32%	54%	38%	17%
Disapprove	32%	13%	25%	48%
Not Sure	36%	32%	37%	35%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	49%	59%	54%	39%	50%
Disapprove	44%	34%	40%	55%	42%
Not Sure	7%	8%	6%	6%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Favorability					
Favorable	44%	34%	37%	55%	44%
Unfavorable	46%	54%	53%	35%	47%
Not Sure	10%	12%	10%	10%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama/Palin					
Obama	49%	62%	55%	38%	47%
Palin	42%	32%	37%	51%	43%
Undecided	9%	6%	9%	10%	10%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Gays in the Military					
Yes	44%	54%	52%	35%	40%
No	41%	31%	34%	47%	45%
Not Sure	15%	15%	14%	18%	15%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	32%	43%	34%	29%	30%
Disapprove	32%	26%	29%	35%	35%
Not Sure	36%	31%	37%	36%	36%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	49%	52%	46%
Disapprove	44%	39%	49%
Not Sure	7%	9%	4%

	Base	Gender	
		Woman	Man
Palin Favorability			
Favorable	44%	40%	48%
Unfavorable	46%	50%	42%
Not Sure	10%	10%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Palin			
Obama	49%	53%	45%
Palin	42%	38%	47%
Undecided	9%	10%	9%

	Base	Gender	
		Woman	Man
Gays in the Military			
Yes	44%	49%	38%
No	41%	33%	50%
Not Sure	15%	18%	12%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	32%	33%	31%
Disapprove	32%	24%	41%
Not Sure	36%	43%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	49%	79%	10%	44%
Disapprove	44%	16%	84%	44%
Not Sure	7%	5%	6%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Favorability				
Favorable	44%	19%	78%	44%
Unfavorable	46%	70%	13%	47%
Not Sure	10%	11%	9%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Palin				
Obama	49%	79%	9%	45%
Palin	42%	13%	83%	42%
Undecided	9%	8%	9%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Gays in the Military				
Yes	44%	55%	25%	49%
No	41%	28%	60%	38%
Not Sure	15%	17%	15%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	32%	44%	14%	33%
Disapprove	32%	19%	51%	32%
Not Sure	36%	37%	34%	35%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	49%	38%	91%	68%
Disapprove	44%	54%	7%	21%
Not Sure	7%	8%	2%	11%

	Base	Race		
		White	African-American	Other
Palin Favorability				
Favorable	44%	52%	14%	24%
Unfavorable	46%	40%	71%	65%
Not Sure	10%	9%	15%	11%

	Base	Race		
		White	African-American	Other
Obama/Palin				
Obama	49%	38%	92%	59%
Palin	42%	52%	5%	25%
Undecided	9%	11%	3%	16%

	Base	Race		
		White	African-American	Other
Gays in the Military				
Yes	44%	43%	46%	45%
No	41%	42%	35%	47%
Not Sure	15%	15%	19%	8%





Crosstabs

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	32%	28%	46%	43%
Disapprove	32%	36%	18%	34%
Not Sure	36%	36%	37%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	49%	56%	56%	47%	42%
Disapprove	44%	39%	39%	46%	49%
Not Sure	7%	6%	6%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Favorability					
Favorable	44%	35%	40%	45%	49%
Unfavorable	46%	57%	51%	47%	34%
Not Sure	10%	7%	9%	8%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Palin					
Obama	49%	57%	56%	48%	37%
Palin	42%	35%	37%	43%	49%
Undecided	9%	7%	7%	9%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gays in the Military					
Yes	44%	47%	48%	46%	33%
No	41%	40%	40%	39%	46%
Not Sure	15%	13%	12%	15%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	32%	28%	32%	34%	31%
Disapprove	32%	41%	27%	32%	33%
Not Sure	36%	31%	41%	33%	36%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	49%	56%	44%	47%	46%	55%	51%
Disapprove	44%	38%	48%	41%	48%	40%	45%
Not Sure	7%	6%	8%	13%	6%	5%	3%

	Base	Area Code					
		252	336	704	828	910	919
Palin Favorability							
Favorable	44%	40%	44%	42%	44%	41%	48%
Unfavorable	46%	47%	43%	47%	47%	51%	44%
Not Sure	10%	12%	12%	11%	9%	8%	7%





Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
Obama/Palin								
	Obama	49%	54%	46%	52%	43%	51%	49%
	Palin	42%	38%	39%	39%	47%	39%	49%
	Undecided	9%	8%	15%	8%	10%	10%	3%

		Area Code						
		Base	252	336	704	828	910	919
Gays in the Military								
	Yes	44%	41%	43%	46%	41%	44%	49%
	No	41%	36%	40%	39%	49%	42%	38%
	Not Sure	15%	23%	17%	16%	10%	14%	13%

		Area Code						
		Base	252	336	704	828	910	919
Hagan Approval								
	Approve	32%	37%	38%	28%	22%	31%	36%
	Disapprove	32%	18%	32%	30%	39%	37%	34%
	Not Sure	36%	44%	30%	43%	39%	31%	30%

