

FOR IMMEDIATE RELEASE

September 1, 2010

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

Likely voters in NC down on state's politicians

Raleigh, N.C. – The folks likely to vote in North Carolina this year have highly negative opinions of Barack Obama, Bev Perdue, and Kay Hagan. That's a fact that will likely complicate Democratic efforts to maintain control of the General Assembly and pick up a US Senate seat this fall.

Obama's approval rating is 43%, with 54% of voters disapproving of him. Perdue's is 30%, with 52% of voters disapproving of her. And Hagan's is 35%, with 50% of voters disapproving of her.

One common thread in the numbers for all three Democrats is that independent voters disapprove of them by a greater than 2:1 margin. They go against Obama 64/32, Perdue 57/21, and Hagan 62/20.

It may be better for Democrats to keep Barack Obama off the campaign trail this year. Only 32% of voters in the state say they'd be more likely to vote for a candidate endorsed by Obama, while 55% say his support would be a turnoff. Sarah Palin's endorsement is a net negative with North Carolinians as well, but not nearly to the same extent. 41% say they'd be more inclined to vote for someone with her support while 46% say it would be harmful.

“One of the problems for Democrats running in North Carolina this year is that President and Governor are political liabilities,” said Dean Debnam, President of Public Policy Polling. “It's always much easier if you can safely stand with the leaders of your party rather than having to run away from them.”

PPP surveyed 724 North Carolina voters from August 27th to 29th. 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.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



North Carolina Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 43%
Disapprove..... 54%
Not sure 3%

Q2 Do you support or oppose President Obama's health care plan, or do you not have an opinion?

Support..... 40%
Oppose 55%
No opinion..... 5%

Q3 Do you support or oppose drilling for oil off the coast of North Carolina?

Support 50% *Not sure* 15%
Oppose 35%

Q4 Do you approve or disapprove of Governor Bev Perdue's job performance?

Approve..... 30% *Not sure* 19%
Disapprove..... 52%

Q5 Do you approve or disapprove of Democratic Senator Kay Hagan's job performance?

Approve 35% *Not sure* 16%
Disapprove..... 50%

Q6 Would you be more or less likely to vote for a candidate endorsed by Barack Obama?

More likely..... 32%
Less likely 55%
Makes no difference 13%

Q7 Would you be more or less likely to vote for a candidate endorsed by Sarah Palin?

More likely..... 41%
Less likely 46%
Makes no difference 13%

Q8 Do you have a favorable or unfavorable opinion of Andy Griffith?

Favorable..... 44%
Unfavorable 22%
Not sure 34%

Q9 Who did you vote for President in 2008?

John McCain..... 54%
Barack Obama..... 45%
Someone else/Don't remember 1%

Q10 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 16%
Moderate..... 41%
Conservative..... 43%

Q11 Would you describe the community you live in as urban, suburban, rural, or a small town?

Urban..... 15%
Suburban 27%
Rural 31%
Small Town 27%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q13 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..... 40%
Independent/Other 16%



Q14 If you are white, press 1. If African-American, press 2. If other, press 3.

White 76%
African-American 20%
Other..... 4%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.

18 to 29..... 7%
30 to 45..... 25%
46 to 65..... 43%
Older than 65..... 25%

Q16

252..... 12%
 336..... 19%
 704..... 19%
 828..... 13%
 910..... 13%
 919..... 24%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	43%	5%	89%	41%
Disapprove	54%	93%	7%	59%
Not sure	3%	2%	4%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Health Care				
Support	41%	3%	85%	41%
Oppose	55%	93%	9%	50%
No opinion	5%	3%	6%	8%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Oil Drilling				
Support	49%	66%	29%	50%
Oppose	35%	21%	52%	25%
Not sure	16%	13%	19%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Perdue Approval				
Approve	30%	11%	53%	33%
Disapprove	51%	73%	26%	17%
Not sure	19%	16%	21%	50%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hagan Approval				
Approve	35%	8%	68%	41%
Disapprove	49%	80%	12%	59%
Not sure	16%	13%	20%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Endorsement Impact				
More likely	33%	2%	68%	41%
Less likely	55%	95%	8%	50%
Makes no difference	12%	3%	23%	8%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Palin Endorsement Impact				
More likely	41%	70%	5%	59%
Less likely	47%	11%	90%	41%
Makes no difference	13%	19%	5%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Griffith Favorability				
Favorable	45%	34%	57%	58%
Unfavorable	21%	33%	8%	17%
Not sure	34%	34%	34%	25%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	43%	92%	57%	11%
Disapprove	54%	8%	38%	87%
Not sure	3%	-	5%	2%

	Base	Ideology		
		Liberal	Moderate	Conservative
Health Care				
Support	40%	91%	54%	8%
Oppose	55%	7%	39%	88%
No opinion	5%	1%	7%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Oil Drilling				
Support	50%	26%	39%	69%
Oppose	35%	59%	45%	17%
Not sure	15%	15%	16%	15%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	30%	49%	43%	9%
Disapprove	52%	33%	38%	72%
Not sure	19%	18%	18%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	35%	78%	45%	9%
Disapprove	50%	10%	34%	80%
Not sure	16%	12%	22%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Endorsement Impact				
More likely	32%	73%	43%	6%
Less likely	55%	14%	36%	89%
Makes no difference	13%	13%	21%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Palin Endorsement Impact				
More likely	41%	10%	21%	72%
Less likely	46%	84%	64%	15%
Makes no difference	13%	7%	15%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Griffith Favorability				
Favorable	44%	51%	50%	36%
Unfavorable	22%	17%	15%	30%
Not sure	34%	32%	35%	34%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	43%	59%	42%	36%	43%
Disapprove	54%	40%	55%	60%	54%
Not sure	3%	1%	3%	4%	3%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Health Care					
Support	40%	55%	42%	33%	40%
Oppose	55%	42%	55%	61%	54%
No opinion	5%	3%	3%	6%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Oil Drilling					
Support	50%	42%	56%	48%	50%
Oppose	35%	37%	36%	36%	32%
Not sure	15%	21%	8%	16%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	30%	35%	32%	24%	30%
Disapprove	52%	39%	51%	60%	49%
Not sure	19%	25%	16%	16%	21%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	35%	44%	35%	30%	35%
Disapprove	50%	39%	50%	57%	46%
Not sure	16%	16%	15%	13%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Endorsement Impact					
More likely	32%	40%	29%	27%	37%
Less likely	55%	45%	55%	62%	54%
Makes no difference	13%	15%	16%	12%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Endorsement Impact					
More likely	41%	27%	41%	48%	40%
Less likely	46%	55%	46%	42%	47%
Makes no difference	13%	19%	13%	10%	13%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Griffith Favorability					
Favorable	44%	46%	45%	45%	42%
Unfavorable	22%	25%	22%	21%	19%
Not sure	34%	29%	33%	34%	39%





Crosstabs

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	43%	46%	40%
Disapprove	54%	51%	57%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Health Care			
Support	40%	43%	38%
Oppose	55%	51%	59%
No opinion	5%	6%	4%

	Base	Gender	
		Woman	Man
Oil Drilling			
Support	50%	44%	56%
Oppose	35%	38%	32%
Not sure	15%	18%	12%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	30%	28%	32%
Disapprove	52%	53%	51%
Not sure	19%	20%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	35%	33%	37%
Disapprove	50%	46%	53%
Not sure	16%	21%	9%

	Base	Gender	
		Woman	Man
Obama Endorsement Impact			
More likely	32%	33%	30%
Less likely	55%	53%	58%
Makes no difference	13%	14%	11%

	Base	Gender	
		Woman	Man
Palin Endorsement Impact			
More likely	41%	38%	44%
Less likely	46%	48%	44%
Makes no difference	13%	14%	12%

	Base	Gender	
		Woman	Man
Griffith Favorability			
Favorable	44%	45%	43%
Unfavorable	22%	19%	25%
Not sure	34%	36%	32%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	43%	78%	9%	32%
Disapprove	54%	19%	89%	64%
Not sure	3%	3%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Health Care				
Support	40%	75%	6%	27%
Oppose	55%	19%	90%	68%
No opinion	5%	6%	4%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Oil Drilling				
Support	50%	33%	70%	46%
Oppose	35%	48%	18%	44%
Not sure	15%	20%	12%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	30%	51%	9%	21%
Disapprove	52%	30%	74%	57%
Not sure	19%	20%	16%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	35%	62%	10%	20%
Disapprove	50%	19%	79%	62%
Not sure	16%	19%	11%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Endorsement Impact				
More likely	32%	64%	4%	13%
Less likely	55%	19%	93%	63%
Makes no difference	13%	17%	4%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Endorsement Impact				
More likely	41%	12%	69%	49%
Less likely	46%	80%	14%	33%
Makes no difference	13%	8%	17%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Griffith Favorability				
Favorable	44%	53%	35%	40%
Unfavorable	22%	11%	31%	27%
Not sure	34%	35%	34%	33%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	43%	31%	87%	62%
Disapprove	54%	66%	11%	35%
Not sure	3%	3%	2%	3%

	Base	Race		
		White	African-American	Other
Health Care				
Support	40%	28%	83%	59%
Oppose	55%	67%	13%	32%
No opinion	5%	5%	4%	8%

	Base	Race		
		White	African-American	Other
Oil Drilling				
Support	50%	51%	48%	35%
Oppose	35%	36%	30%	49%
Not sure	15%	13%	22%	16%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	30%	25%	48%	35%
Disapprove	52%	56%	35%	46%
Not sure	19%	19%	17%	19%





Crosstabs

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	35%	28%	59%	41%
Disapprove	50%	58%	20%	41%
Not sure	16%	14%	20%	19%

	Base	Race		
		White	African-American	Other
Obama Endorsement Impact				
More likely	32%	21%	72%	41%
Less likely	55%	67%	17%	32%
Makes no difference	13%	12%	11%	27%

	Base	Race		
		White	African-American	Other
Palin Endorsement Impact				
More likely	41%	49%	13%	24%
Less likely	46%	36%	83%	65%
Makes no difference	13%	15%	4%	11%

	Base	Race		
		White	African-American	Other
Griffith Favorability				
Favorable	44%	45%	41%	51%
Unfavorable	22%	23%	17%	14%
Not sure	34%	32%	43%	35%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	43%	48%	45%	41%	44%
Disapprove	54%	46%	54%	55%	53%
Not sure	3%	5%	0%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Health Care					
Support	40%	45%	42%	39%	41%
Oppose	55%	53%	56%	55%	54%
No opinion	5%	2%	2%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Oil Drilling					
Support	50%	47%	48%	48%	54%
Oppose	35%	28%	41%	37%	29%
Not sure	15%	25%	11%	15%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	30%	23%	27%	30%	33%
Disapprove	52%	52%	58%	53%	43%
Not sure	19%	25%	14%	17%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	35%	36%	35%	36%	33%
Disapprove	50%	43%	50%	50%	50%
Not sure	16%	21%	15%	14%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Endorsement Impact					
More likely	32%	40%	34%	28%	35%
Less likely	55%	48%	53%	56%	59%
Makes no difference	13%	12%	13%	16%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Endorsement Impact					
More likely	41%	52%	39%	40%	40%
Less likely	46%	33%	47%	47%	49%
Makes no difference	13%	14%	14%	13%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Griffith Favorability					
Favorable	44%	33%	46%	49%	37%
Unfavorable	22%	25%	25%	19%	22%
Not sure	34%	41%	29%	32%	41%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	43%	40%	37%	37%	43%	49%	52%
Disapprove	54%	57%	62%	60%	53%	48%	44%
Not sure	3%	3%	1%	3%	4%	3%	4%

	Base	Area Code					
		252	336	704	828	910	919
Health Care							
Support	40%	35%	32%	37%	41%	46%	50%
Oppose	55%	60%	63%	59%	55%	47%	46%
No opinion	5%	5%	5%	4%	5%	6%	5%

	Base	Area Code					
		252	336	704	828	910	919
Oil Drilling							
Support	50%	50%	57%	54%	38%	60%	40%
Oppose	35%	30%	34%	29%	44%	27%	44%
Not sure	15%	20%	9%	17%	18%	14%	16%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	30%	31%	24%	25%	31%	37%	32%
Disapprove	52%	50%	64%	54%	52%	41%	46%
Not sure	19%	19%	11%	21%	17%	22%	22%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	35%	24%	36%	27%	36%	34%	45%
Disapprove	50%	54%	55%	58%	49%	43%	40%
Not sure	16%	22%	9%	14%	15%	23%	15%

	Base	Area Code					
		252	336	704	828	910	919
Obama Endorsement Impact							
More likely	32%	30%	27%	29%	34%	39%	34%
Less likely	55%	61%	62%	60%	53%	49%	48%
Makes no difference	13%	9%	11%	11%	13%	12%	18%

	Base	Area Code					
		252	336	704	828	910	919
Palin Endorsement Impact							
More likely	41%	50%	47%	41%	39%	39%	32%
Less likely	46%	35%	39%	45%	49%	49%	56%
Makes no difference	13%	15%	14%	14%	12%	12%	12%

	Base	Area Code					
		252	336	704	828	910	919
Griffith Favorability							
Favorable	44%	38%	40%	40%	54%	46%	47%
Unfavorable	22%	22%	25%	26%	13%	18%	22%
Not sure	34%	39%	35%	34%	33%	36%	31%

