

FOR IMMEDIATE RELEASE

January 5, 2009

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

Kennedy Popularity Sees Rapid Decline

Raleigh, N.C. – Caroline Kennedy’s popularity has taken a major hit as the result of her public campaign to be appointed to Hillary Clinton’s Senate seat, the newest survey from Public Policy Polling finds.

44% of the state’s voters now say they have a lesser opinion of Kennedy than they did before she started vying for the position. 33% say it’s made no difference, and 23% report now having a more favorable opinion of her. A plurality of Democrats, Republicans, and independents all say that her efforts have caused them to view her less favorably.

When it comes to whether they would prefer to see Kennedy or Andrew Cuomo appointed, 58% now prefer Cuomo to 27% for Kennedy. Cuomo is favored by 65% of Republicans, 59% of independents, and 54% of Democrats. A PPP survey conducted a month ago showed Cuomo as the top choice for just 23% of Democrats, compared to 44% who wanted Kennedy.

“When Caroline Kennedy was first mentioned as a possible Senate appointee there was a lot of enthusiasm among New York Democrats about her,” said Dean Debnam, President of Public Policy Polling. “Her reputation has taken a pretty clear hit over the last month, and if Governor Paterson does end up appointing her she’s going to have some work to do to overcome this bad first impression she’s made on New York voters.”

57% of New Yorkers view Andrew Cuomo favorably with just 20% having an unfavorable opinion of him. For Kennedy the numbers are 44% favorable and 40% unfavorable.

PPP surveyed 700 New York voters on January 3rd and 4th. The survey’s margin of error is +/-3.7%. 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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New York Survey Results

Q1 If the choices were Andrew Cuomo and Caroline Kennedy, who would you prefer Governor Paterson appoint to replace Hillary Clinton in the US Senate? If Andrew Cuomo, press 1. If Caroline Kennedy, press 2. If you're undecided, press 3.

Cuomo 58%
Kennedy..... 27%
Undecided..... 14%

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

Favorable..... 57%
Unfavorable 20%
Not Sure..... 22%

Q3 Do you have a favorable or unfavorable opinion of Caroline Kennedy? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 44%
Unfavorable 40%
Not Sure..... 16%

Q4 How has your opinion of Caroline Kennedy changed since she started publicly campaigning for appointment to Hillary Clinton's Senate seat? If you have a more favorable opinion, press 1. If you have a less favorable opinion, press 2. If there's no difference, press 3.

More Favorable..... 23%
Less Favorable 44%
No Difference..... 33%

Q5 Do you approve or disapprove of Governor David Paterson's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 50%
Disapprove..... 31%
Not Sure..... 19%

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

Women 52% *Men*..... 48%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat 55%
Republican..... 32%
Other..... 13%

Q8 If you are white, press 1. If you are African American, press 2. If you are Hispanic, press 3. If other, press 4.

White 69% *Hispanic*..... 10%
African American 17% *Other*..... 4%

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 than 65, press 4.

18-29..... 9% *46-65*..... 39%
30-45..... 23% *Older than 65*..... 30%





Crosstabs

	Base	Gender	
		Women	Men
Cuomo/Kennedy			
Cuomo	58%	57%	60%
Kennedy	27%	28%	26%
Undecided	14%	15%	14%

	Base	Gender	
		Women	Men
Cuomo Favorability			
Favorable	57%	56%	59%
Unfavorable	20%	17%	24%
Not Sure	22%	27%	18%

	Base	Gender	
		Women	Men
Kennedy Favorability			
Favorable	44%	46%	43%
Unfavorable	40%	36%	44%
Not Sure	16%	18%	13%

	Base	Gender	
		Women	Men
Change in View of Kennedy			
More Favorable	23%	23%	22%
Less Favorable	44%	41%	48%
No Difference	33%	36%	29%





Crosstabs

	Base	Gender	
		Women	Men
Paterson Approval			
Approve	50%	46%	54%
Disapprove	31%	30%	32%
Not Sure	19%	23%	14%

	Base	Party		
		Democrat	Republican	Other
Cuomo/Kennedy				
Cuomo	58%	54%	65%	59%
Kennedy	27%	34%	17%	26%
Undecided	14%	12%	18%	15%

	Base	Party		
		Democrat	Republican	Other
Cuomo Favorability				
Favorable	57%	67%	49%	37%
Unfavorable	20%	13%	28%	31%
Not Sure	22%	20%	23%	32%

	Base	Party		
		Democrat	Republican	Other
Kennedy Favorability				
Favorable	44%	57%	25%	38%
Unfavorable	40%	31%	54%	44%
Not Sure	16%	12%	20%	18%





Crosstabs

	Base	Party		
		Democrat	Republican	Other
Change in View of Kennedy				
More Favorable	23%	30%	12%	18%
Less Favorable	44%	38%	56%	43%
No Difference	33%	32%	31%	38%

	Base	Party		
		Democrat	Republican	Other
Paterson Approval				
Approve	50%	60%	37%	38%
Disapprove	31%	22%	43%	38%
Not Sure	19%	18%	19%	23%

	Base	Race			
		White	African American	Hispanic	Other
Cuomo/Kennedy					
Cuomo	58%	63%	45%	50%	50%
Kennedy	27%	21%	45%	41%	28%
Undecided	14%	16%	10%	9%	22%

	Base	Race			
		White	African American	Hispanic	Other
Cuomo Favorability					
Favorable	57%	59%	50%	59%	47%
Unfavorable	20%	19%	33%	9%	28%
Not Sure	22%	22%	18%	32%	25%





Crosstabs

	Base	Race			
		White	African American	Hispanic	Other
Kennedy Favorability					
Favorable	44%	39%	65%	45%	47%
Unfavorable	40%	43%	30%	41%	31%
Not Sure	16%	18%	5%	14%	22%

	Base	Race			
		White	African American	Hispanic	Other
Change in View of Kennedy					
More Favorable	23%	19%	40%	23%	25%
Less Favorable	44%	47%	35%	45%	33%
No Difference	33%	34%	25%	32%	42%

	Base	Race			
		White	African American	Hispanic	Other
Paterson Approval					
Approve	50%	48%	64%	45%	39%
Disapprove	31%	31%	23%	41%	39%
Not Sure	19%	21%	13%	14%	22%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Cuomo/Kennedy					
Cuomo	58%	50%	60%	52%	68%
Kennedy	27%	31%	26%	31%	23%
Undecided	14%	19%	14%	17%	9%





Crosstabs

	Base	Age			
		18-29	30-45	46-65	Older than 65
Cuomo Favorability					
Favorable	57%	41%	45%	60%	67%
Unfavorable	20%	25%	32%	18%	14%
Not Sure	22%	33%	23%	22%	19%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Kennedy Favorability					
Favorable	44%	45%	38%	51%	40%
Unfavorable	40%	41%	42%	34%	46%
Not Sure	16%	14%	19%	15%	14%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Change in View of Kennedy					
More Favorable	23%	25%	16%	29%	19%
Less Favorable	44%	40%	50%	39%	49%
No Difference	33%	35%	34%	32%	32%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Paterson Approval					
Approve	50%	46%	40%	52%	56%
Disapprove	31%	31%	46%	29%	22%
Not Sure	19%	22%	14%	18%	22%

