

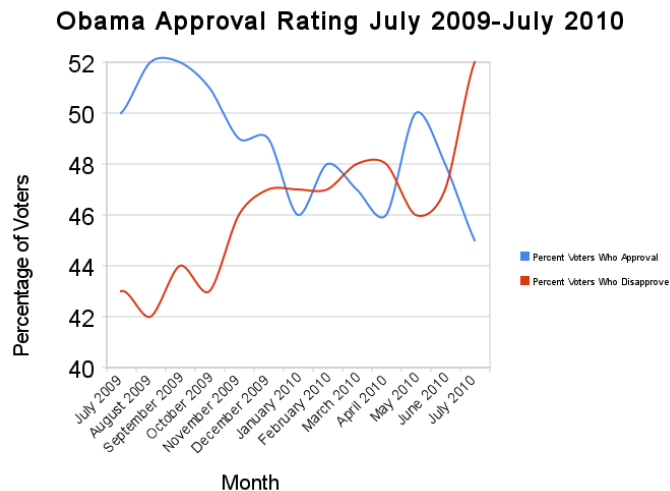
FOR IMMEDIATE RELEASE

July 13, 2010

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

More than 50% of Voters Disapprove of President Obama



For the first time since taking office, a majority of voters disapprove of the President; 45:52%.

His slipping approval ratings will not help Democrats seeking office this fall. His endorsements are likely to hurt candidates; 49% of voters say they are less likely to vote for a candidate who is endorsed by Obama, including 21% of Democrats.

Those who disapprove of Obama have a much stronger opinion about the value of his endorsement. 84% of those who disapprove of Obama say that his endorsement would make them less likely to vote for a candidate, while only 64% of those who approve of Obama report that his endorsement has a positive impact.

Voters value an endorsement from former President Bill Clinton more than from Obama, but not by much. 43% of voters say they are less likely to vote for a candidate endorsed by Clinton, 31% say more likely and 23% say it makes no difference.

Sarah Palin's endorsement doesn't carry much weight amongst voters either. 51% of voters said they were less likely to vote for a candidate endorsed by the former Governor, including 53% of Independents and 15% of Republicans.

"Today iconic politicians typically have ardent supporters as well as harsh critics, it

seems that endorsements during general elections have a larger impact on the voting behavior of critics than on voting behavior of supporters,” said Dean Debnam of Public Policy Polling. “Iconic politicians’ tie to the base is important to invigorating supporters and raising money but not gaining votes, particularly undecided votes.”

PPP surveyed 667 American voters from June 9-12. The survey’s margin of error is 3.9 +/- 3.8%. 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.



National Survey Results

Q1 Do you approve or disapprove of Barack Obama's job performance?
Approve..... 45% *Not Sure*..... 3%
Disapprove..... 52%

Q2 Would you be more or less likely to vote for a candidate who was endorsed by President Obama, or would it not make a difference?
More likely..... 32%
Less likely 49%
Makes no difference 15%
Not sure 4%

Q3 Would you be more or less likely to vote for a candidate who was endorsed by Bill Clinton, or would it not make a difference?
More likely..... 31%
Less likely 43%
Makes no difference 23%
Not sure 2%

Q4 Would you be more or less likely to vote for a candidate who was endorsed by Sarah Palin, or would it not make a difference?
More likely..... 30%
Less likely 51%
Makes no difference 17%
Not sure 3%

Q5 Do you support or oppose President Obama's health care plan, or do you not have an opinion?
Support..... 40%
Oppose 53%
No Opinion..... 7%

Q6 Who did you vote for President last year?
John McCain..... 45%
Barack Obama..... 46%
Someone else/don't remember..... 9%

Q7 Would you describe yourself as a liberal, moderate, or conservative?
Liberal..... 19%
Moderate..... 38%
Conservative..... 43%

Q8 If you are a woman, press 1, if a man, press 2.
Woman 49%
Man..... 51%

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..... 39%
Republican..... 34%
Independent/Other..... 27%

Q10 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.
Hispanic..... 10%
White 74%
African American 12%
Other..... 4%

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..... 45%
Older than 65..... 17%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama Approval				
Approve	45%	6%	87%	33%
Disapprove	52%	92%	11%	54%
Not Sure	3%	2%	2%	13%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama Endorsement Impact				
More likely	32%	5%	61%	22%
Less likely	49%	85%	12%	54%
Makes no difference	15%	8%	21%	19%
Not sure	4%	1%	6%	6%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Clinton Endorsement Impact				
More likely	31%	8%	54%	34%
Less likely	43%	73%	16%	37%
Makes no difference	23%	18%	27%	27%
Not sure	2%	1%	3%	2%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Palin Endorsement Impact				
More likely	30%	60%	3%	10%
Less likely	51%	12%	86%	67%
Makes no difference	17%	26%	7%	21%
Not sure	3%	2%	4%	2%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Health Care				
Support	40%	5%	80%	16%
Oppose	53%	92%	13%	53%
No Opinion	7%	3%	7%	32%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	45%	87%	58%	15%
Disapprove	52%	12%	38%	82%
Not Sure	3%	1%	4%	3%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Endorsement Impact				
More likely	32%	62%	42%	10%
Less likely	49%	17%	32%	79%
Makes no difference	15%	19%	22%	7%
Not sure	4%	1%	4%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Clinton Endorsement Impact				
More likely	31%	55%	41%	13%
Less likely	43%	21%	27%	68%
Makes no difference	23%	24%	30%	16%
Not sure	2%	1%	2%	3%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Palin Endorsement Impact				
More likely	30%	6%	13%	55%
Less likely	51%	88%	66%	20%
Makes no difference	17%	3%	19%	21%
Not sure	3%	3%	3%	3%

	Base	Ideology		
		Liberal	Moderate	Conservative
Health Care				
Support	40%	77%	52%	13%
Oppose	53%	15%	37%	83%
No Opinion	7%	8%	10%	4%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	45%	43%	47%
Disapprove	52%	53%	50%
Not Sure	3%	4%	2%

	Base	Gender	
		Woman	Man
Obama Endorsement Impact			
More likely	32%	30%	35%
Less likely	49%	52%	47%
Makes no difference	15%	14%	16%
Not sure	4%	5%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Clinton Endorsement Impact			
More likely	31%	32%	31%
Less likely	43%	44%	43%
Makes no difference	23%	21%	24%
Not sure	2%	3%	2%

	Base	Gender	
		Woman	Man
Palin Endorsement Impact			
More likely	30%	32%	27%
Less likely	51%	51%	51%
Makes no difference	17%	16%	18%
Not sure	3%	1%	4%

	Base	Gender	
		Woman	Man
Health Care			
Support	40%	38%	42%
Oppose	53%	54%	52%
No Opinion	7%	8%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	45%	81%	9%	40%
Disapprove	52%	16%	88%	56%
Not Sure	3%	2%	3%	4%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Endorsement Impact				
More likely	32%	59%	7%	25%
Less likely	49%	21%	82%	48%
Makes no difference	15%	16%	9%	22%
Not sure	4%	4%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Clinton Endorsement Impact				
More likely	31%	57%	9%	22%
Less likely	43%	17%	72%	45%
Makes no difference	23%	21%	18%	31%
Not sure	2%	4%	1%	1%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Endorsement Impact				
More likely	30%	9%	57%	24%
Less likely	51%	81%	15%	53%
Makes no difference	17%	5%	27%	21%
Not sure	3%	5%	1%	2%

	Base	Party		
		Democrat	Republican	Independent/Other
Health Care				
Support	40%	71%	8%	37%
Oppose	53%	20%	88%	55%
No Opinion	7%	10%	3%	9%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Obama Approval					
Approve	45%	63%	35%	88%	63%
Disapprove	52%	33%	62%	13%	30%
Not Sure	3%	4%	3%	-	7%

	Base	Race			
		Hispanic	White	African American	Other
Obama Endorsement Impact					
More likely	32%	42%	25%	63%	50%
Less likely	49%	42%	57%	17%	27%
Makes no difference	15%	13%	16%	13%	20%
Not sure	4%	4%	3%	8%	3%

	Base	Race			
		Hispanic	White	African American	Other
Clinton Endorsement Impact					
More likely	31%	42%	27%	46%	47%
Less likely	43%	42%	48%	21%	27%
Makes no difference	23%	17%	24%	25%	20%
Not sure	2%	-	1%	8%	7%

	Base	Race			
		Hispanic	White	African American	Other
Palin Endorsement Impact					
More likely	30%	17%	37%	-	13%
Less likely	51%	75%	42%	79%	63%
Makes no difference	17%	8%	19%	8%	17%
Not sure	3%	-	1%	13%	7%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Health Care					
Support	40%	54%	31%	79%	57%
Oppose	53%	38%	62%	13%	30%
No Opinion	7%	8%	7%	8%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	45%	52%	41%	44%	50%
Disapprove	52%	46%	54%	53%	48%
Not Sure	3%	2%	4%	3%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Endorsement Impact					
More likely	32%	31%	24%	33%	43%
Less likely	49%	40%	49%	52%	47%
Makes no difference	15%	24%	22%	12%	7%
Not sure	4%	4%	5%	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Clinton Endorsement Impact					
More likely	31%	22%	27%	32%	41%
Less likely	43%	40%	45%	44%	43%
Makes no difference	23%	33%	26%	22%	14%
Not sure	2%	4%	2%	2%	3%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Endorsement Impact					
More likely	30%	18%	27%	32%	33%
Less likely	51%	58%	50%	48%	54%
Makes no difference	17%	24%	21%	16%	9%
Not sure	3%	-	1%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Health Care					
Support	40%	51%	35%	39%	44%
Oppose	53%	43%	54%	56%	49%
No Opinion	7%	7%	11%	6%	6%

