

FOR IMMEDIATE RELEASE

July 15, 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

As Obama's Popularity Falls; Republicans Inch Ahead in 2012 Race

As Obama's popularity falls, potential Republican presidential candidates' popularity rises. Every Republican candidate we polled this month saw a peak in favorability.

In individual horse race, the gap closed between Obama and his potential Republican competitors this month. This is the first month since we began polling on the 2012 election that Obama is behind or tied with a majority of the Republican candidates. Mitt Romney has the strongest lead 46:43, followed by Mick Huckabee 47:45.

The Republicans each found more support when matched against Obama than in individual favorability ratings. While only 32% of voters have a favorable opinion of Romney, 46% of voters choose him over Obama. Obama however, maintained steady support throughout the poll, reflective of voters' initial approval ratings. The consistency suggests voters are reacting to their opinion of Obama, not that of the challenger.

Obama's dropping approval ratings seems to be largely due to waning support amongst Independents. In 2008, Obama won the support of Independents by an 8 point margin. Amongst Independents this month, Obama lost to every potential challenger. For example, Independents preferred Romney to Obama 48:35.

"This poll tells us less about 2012 and more about current public opinion of Obama," said Dean Debnam, President of Public Policy Polling. "Voters are unsatisfied with Obama and are calling for change."

PPP surveyed 667 American voters from July 9-12. The survey's margin of error is +/- 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 Do you have a favorable or unfavorable opinion of Mike Huckabee?

Favorable.....37% *Not Sure*.....35%

Unfavorable28%

Q3 Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable..... 37%

Unfavorable 52%

Not Sure..... 11%

Q4 Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable..... 32%

Unfavorable 42%

Not Sure..... 26%

Q5 Do you have a favorable or unfavorable opinion of Jan Brewer?

Favorable..... 17%

Unfavorable 20%

Not Sure..... 63%

Q6 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 32%

Unfavorable 33%

Not Sure..... 35%

Q7 If the candidates for President next time were Mike Huckabee and Barack Obama, who would you vote for?

Mike Huckabee 47%

Barack Obama..... 45%

Not Sure..... 8%

Q8 If the candidates for President next time were Sarah Palin and Barack Obama, who would you vote for?

Sarah Palin 46%

Barack Obama..... 46%

Not Sure..... 9%

Q9 If the candidates for President in 2012 were Newt Gingrich and Barack Obama, who would you vote for?

Newt Gingrich 46%

Barack Obama..... 45%

Undecided..... 9%

Q10 If the candidates for President in 2012 were Jan Brewer and Barack Obama, who would you vote for?

Jan Brewer..... 36%

Barack Obama..... 44%

Undecided..... 20%





Q11 If the candidates for President next time were Mitt Romney and Barack Obama, who would you vote for?

Mitt Romney..... 46%
Barack Obama..... 43%
Not Sure..... 11%

Q12 Who did you vote for President last year?

John McCain..... 45%
Barack Obama..... 46%
Someone else/don't remember..... 9%

Q13 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 19%
Moderate..... 38%
Conservative..... 43%

Q14 If you are a woman, press 1, if a man, press 2.

Woman 49%
Man..... 51%

Q15 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%

Q16 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%

Q17 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
Huckabee Favorability				
Favorable	37%	63%	12%	34%
Unfavorable	28%	11%	45%	24%
Not Sure	35%	26%	43%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Palin Favorability				
Favorable	37%	71%	6%	25%
Unfavorable	52%	13%	91%	50%
Not Sure	11%	17%	3%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Gingrich Favorability				
Favorable	32%	58%	8%	23%
Unfavorable	42%	16%	69%	39%
Not Sure	26%	26%	23%	39%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Brewer Favorability				
Favorable	17%	31%	4%	11%
Unfavorable	20%	11%	28%	27%
Not Sure	63%	59%	68%	61%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Romney Favorability				
Favorable	32%	53%	14%	21%
Unfavorable	33%	17%	47%	38%
Not Sure	35%	30%	39%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama/Huckabee				
Mike Huckabee	47%	90%	6%	35%
Barack Obama	45%	3%	87%	39%
Not Sure	8%	7%	7%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama/Palin				
Sarah Palin	46%	85%	8%	35%
Barack Obama	46%	4%	90%	32%
Not Sure	9%	11%	2%	33%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama/Gingrich				
Newt Gingrich	46%	86%	9%	40%
Barack Obama	45%	4%	87%	42%
Undecided	9%	10%	5%	18%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama/Brewer				
Jan Brewer	36%	69%	5%	31%
Barack Obama	44%	4%	85%	36%
Undecided	20%	27%	11%	33%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
Obama/Romney				
Mitt Romney	46%	87%	9%	32%
Barack Obama	43%	3%	83%	39%
Not Sure	11%	11%	8%	29%

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





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Huckabee Favorability				
Favorable	37%	11%	23%	62%
Unfavorable	28%	51%	32%	13%
Not Sure	35%	38%	46%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Palin Favorability				
Favorable	37%	6%	20%	65%
Unfavorable	52%	90%	67%	21%
Not Sure	11%	3%	12%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
Gingrich Favorability				
Favorable	32%	7%	19%	56%
Unfavorable	42%	75%	53%	17%
Not Sure	26%	18%	29%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brewer Favorability				
Favorable	17%	4%	10%	29%
Unfavorable	20%	31%	24%	11%
Not Sure	63%	65%	67%	60%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Romney Favorability				
Favorable	32%	10%	26%	48%
Unfavorable	33%	55%	34%	21%
Not Sure	35%	35%	40%	31%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Huckabee				
Mike Huckabee	47%	8%	29%	79%
Barack Obama	45%	87%	61%	12%
Not Sure	8%	5%	10%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Palin				
Sarah Palin	46%	8%	27%	79%
Barack Obama	46%	85%	62%	13%
Not Sure	9%	6%	11%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Gingrich				
Newt Gingrich	46%	7%	31%	78%
Barack Obama	45%	91%	58%	13%
Undecided	9%	3%	11%	9%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Brewer				
Jan Brewer	36%	7%	24%	61%
Barack Obama	44%	87%	57%	12%
Undecided	20%	6%	19%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama/Romney				
Mitt Romney	46%	8%	33%	76%
Barack Obama	43%	90%	55%	11%
Not Sure	11%	3%	12%	13%

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

	Base	Gender	
		Woman	Man
Huckabee Favorability			
Favorable	37%	38%	36%
Unfavorable	28%	23%	32%
Not Sure	35%	38%	32%





Crosstabs

	Base	Gender	
		Woman	Man
Palin Favorability			
Favorable	37%	37%	37%
Unfavorable	52%	50%	54%
Not Sure	11%	13%	9%

	Base	Gender	
		Woman	Man
Gingrich Favorability			
Favorable	32%	32%	32%
Unfavorable	42%	39%	45%
Not Sure	26%	29%	23%

	Base	Gender	
		Woman	Man
Brewer Favorability			
Favorable	17%	16%	18%
Unfavorable	20%	15%	24%
Not Sure	63%	69%	58%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	32%	34%	31%
Unfavorable	33%	29%	36%
Not Sure	35%	37%	33%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Huckabee			
Mike Huckabee	47%	49%	44%
Barack Obama	45%	42%	48%
Not Sure	8%	9%	8%

	Base	Gender	
		Woman	Man
Obama/Palin			
Sarah Palin	46%	47%	44%
Barack Obama	46%	44%	47%
Not Sure	9%	9%	9%

	Base	Gender	
		Woman	Man
Obama/Gingrich			
Newt Gingrich	46%	47%	46%
Barack Obama	45%	43%	47%
Undecided	9%	10%	7%

	Base	Gender	
		Woman	Man
Obama/Brewer			
Jan Brewer	36%	37%	36%
Barack Obama	44%	42%	45%
Undecided	20%	21%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Mitt Romney	46%	48%	45%
Barack Obama	43%	42%	43%
Not Sure	11%	10%	12%

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

	Base	Party		
		Democrat	Republican	Independent/Other
Huckabee Favorability				
Favorable	37%	15%	63%	37%
Unfavorable	28%	40%	11%	31%
Not Sure	35%	45%	26%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Favorability				
Favorable	37%	10%	68%	36%
Unfavorable	52%	86%	16%	48%
Not Sure	11%	4%	16%	15%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Gingrich Favorability				
Favorable	32%	8%	60%	32%
Unfavorable	42%	66%	17%	40%
Not Sure	26%	26%	24%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Brewer Favorability				
Favorable	17%	6%	28%	19%
Unfavorable	20%	28%	11%	20%
Not Sure	63%	67%	61%	61%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	32%	14%	54%	30%
Unfavorable	33%	45%	18%	34%
Not Sure	35%	41%	28%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Huckabee				
Mike Huckabee	47%	14%	85%	46%
Barack Obama	45%	82%	7%	40%
Not Sure	8%	5%	9%	14%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Palin				
Sarah Palin	46%	14%	81%	47%
Barack Obama	46%	81%	9%	42%
Not Sure	9%	5%	11%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Gingrich				
Newt Gingrich	46%	12%	83%	50%
Barack Obama	45%	83%	6%	39%
Undecided	9%	4%	11%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Brewer				
Jan Brewer	36%	12%	62%	38%
Barack Obama	44%	80%	8%	37%
Undecided	20%	8%	30%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Mitt Romney	46%	14%	82%	48%
Barack Obama	43%	80%	7%	35%
Not Sure	11%	5%	12%	18%





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
Huckabee Favorability					
Favorable	37%	33%	42%	21%	17%
Unfavorable	28%	33%	27%	25%	30%
Not Sure	35%	33%	31%	54%	53%

	Base	Race			
		Hispanic	White	African American	Other
Palin Favorability					
Favorable	37%	21%	45%	8%	20%
Unfavorable	52%	67%	43%	92%	67%
Not Sure	11%	13%	13%	-	13%

	Base	Race			
		Hispanic	White	African American	Other
Gingrich Favorability					
Favorable	32%	25%	37%	13%	13%
Unfavorable	42%	54%	38%	57%	50%
Not Sure	26%	21%	25%	30%	37%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Brewer Favorability					
Favorable	17%	29%	18%	-	17%
Unfavorable	20%	38%	17%	29%	10%
Not Sure	63%	33%	65%	71%	73%

	Base	Race			
		Hispanic	White	African American	Other
Romney Favorability					
Favorable	32%	17%	38%	13%	23%
Unfavorable	33%	54%	30%	29%	37%
Not Sure	35%	29%	32%	58%	40%

	Base	Race			
		Hispanic	White	African American	Other
Obama/Huckabee					
Mike Huckabee	47%	24%	58%	4%	23%
Barack Obama	45%	68%	33%	92%	60%
Not Sure	8%	8%	9%	4%	17%

	Base	Race			
		Hispanic	White	African American	Other
Obama/Palin					
Sarah Palin	46%	25%	55%	13%	23%
Barack Obama	46%	63%	36%	83%	67%
Not Sure	9%	13%	9%	4%	10%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Obama/Gingrich					
Newt Gingrich	46%	33%	54%	17%	23%
Barack Obama	45%	67%	35%	83%	63%
Undecided	9%	-	11%	-	13%

	Base	Race			
		Hispanic	White	African American	Other
Obama/Brewer					
Jan Brewer	36%	29%	43%	4%	23%
Barack Obama	44%	67%	33%	88%	60%
Undecided	20%	4%	24%	8%	17%

	Base	Race			
		Hispanic	White	African American	Other
Obama/Romney					
Mitt Romney	46%	29%	56%	8%	23%
Barack Obama	43%	67%	32%	88%	60%
Not Sure	11%	4%	12%	4%	17%

	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%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Huckabee Favorability					
Favorable	37%	22%	38%	39%	43%
Unfavorable	28%	25%	30%	28%	25%
Not Sure	35%	52%	33%	33%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Favorability					
Favorable	37%	30%	38%	38%	36%
Unfavorable	52%	62%	50%	50%	54%
Not Sure	11%	8%	12%	12%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gingrich Favorability					
Favorable	32%	25%	36%	32%	32%
Unfavorable	42%	34%	37%	43%	52%
Not Sure	26%	41%	27%	25%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brewer Favorability					
Favorable	17%	14%	15%	17%	22%
Unfavorable	20%	20%	25%	17%	18%
Not Sure	63%	66%	59%	66%	60%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	32%	18%	31%	34%	39%
Unfavorable	33%	33%	37%	30%	33%
Not Sure	35%	50%	31%	36%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Huckabee					
Mike Huckabee	47%	32%	45%	51%	46%
Barack Obama	45%	64%	43%	41%	44%
Not Sure	8%	3%	12%	7%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Palin					
Sarah Palin	46%	38%	49%	46%	44%
Barack Obama	46%	55%	43%	44%	48%
Not Sure	9%	7%	8%	10%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Gingrich					
Newt Gingrich	46%	39%	49%	48%	45%
Barack Obama	45%	57%	41%	42%	50%
Undecided	9%	4%	10%	10%	5%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Brewer					
Jan Brewer	36%	28%	35%	38%	40%
Barack Obama	44%	58%	41%	40%	47%
Undecided	20%	14%	24%	22%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Mitt Romney	46%	31%	45%	50%	48%
Barack Obama	43%	58%	41%	39%	45%
Not Sure	11%	11%	14%	10%	7%

