

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
OF THE PRESS RELEASE**

North Carolina's national image declines

Raleigh, N.C. – Two years ago PPP did national polls assessing the favorability of every state in the country. While southern states generally found themselves toward the bottom of the list, North Carolina was an exception. It polled among the ten most popular states in the country, with 40% of voters rating it favorably to only 11% who had an unfavorable opinion.

North Carolina's national image has seen a strong shift in a negative direction since that time. Its favorability has dropped from 40% to 30%, while the share of voters with an unfavorable opinion of it has more than doubled from 11% to 23%. Its +7 favorability rating would have ranked it 40th in our national study of state popularity in 2011, rather than its top 10 popularity at that time.

The state's national image has seen particularly large declines with racial minorities and women. In 2011 North Carolina stood out in the south as a state African Americans had a positive opinion of, at a 42/8 favorability rating. Now blacks see it negatively by a 19/30 spread. It's a similar story with Hispanics- they gave the state a positive 50/9 favorability in 2011, now it's a negative one at 20/39. There's also been a steep decline with women. They gave the state a net +32 favorability in 2011 at 40/8, but that's dropped all the way down to +3 at just 25/22.

Predictably the biggest hit in North Carolina's national image following this legislative session has been with Democrats. Their view of North Carolina has dropped a net 38 points from +18 (35/17) a couple years to -20 at 18/38 now. What's interesting though is the state has gotten less popular with Republicans too- it had a +42 favorability at 48/6 in 2011 and that's declined now to +28 at 41/13.

“We’ve found month after month in our polling that North Carolinians are unhappy with what’s happened to their state this year,” said Dean Debnam, President of Public Policy Polling. “What we’re seeing now is that the rest of the country is pretty unhappy with it too.”

PPP surveyed 803 registered voters between August 26-28, 2013. The margin of error was +/- 3.5%. This poll was not authorized or paid for by any campaign or political organization. PPP’s surveys are conducted through automated telephone interviews.

National Survey Results

Q1 Do you have a favorable or unfavorable opinion of the state of North Carolina?

Favorable..... 30%
Unfavorable 23%
Not sure 47%

Q2 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 9%
Somewhat liberal 17%
Moderate..... 31%
Somewhat conservative..... 24%
Very conservative 19%

Q3 If you are a woman, press 1. If a man, press 2.

Woman 52%
Man..... 48%

Q4 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

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

Q5 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 9%
White 71%
African-American 11%
Other..... 9%

Q6 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45..... 40%
46 to 65..... 40%
Older than 65..... 20%



Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
NC Favorability						
Favorable	30%	21%	18%	28%	34%	42%
Unfavorable	23%	30%	33%	26%	9%	22%
Not sure	47%	50%	49%	45%	57%	36%

	Base	Gender	
		Woman	Man
NC Favorability			
Favorable	30%	25%	35%
Unfavorable	23%	22%	24%
Not sure	47%	53%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
NC Favorability				
Favorable	30%	18%	41%	31%
Unfavorable	23%	38%	13%	16%
Not sure	47%	44%	46%	53%

	Base	Race			
		Hispanic	White	African-American	Other
NC Favorability					
Favorable	30%	20%	32%	19%	31%
Unfavorable	23%	39%	21%	30%	20%
Not sure	47%	41%	47%	51%	49%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
NC Favorability				
Favorable	30%	34%	30%	21%
Unfavorable	23%	18%	25%	28%
Not sure	47%	47%	45%	51%



National Survey Results

Q1 Do you have a favorable or unfavorable opinion of the state of North Carolina?

Favorable..... 40%
Unfavorable 11%
Not sure 49%

Q2 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 12%
Somewhat liberal 18%
Moderate..... 27%
Somewhat conservative..... 24%
Very conservative 19%

Q3 If you are a woman, press 1. If a man, press 2.

Woman 50%
Man..... 50%

Q4 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 40%
Republican..... 35%
Independent/Other..... 24%

Q5 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 8%
White 74%
African-American 12%
Other..... 7%

Q6 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 16%
30 to 45..... 28%
46 to 65..... 36%
Older than 65..... 20%



Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
NC Favorability						
Favorable	40%	35%	30%	37%	52%	42%
Unfavorable	11%	17%	14%	14%	6%	8%
Not sure	49%	48%	56%	49%	42%	50%

	Base	Gender	
		Woman	Man
NC Favorability			
Favorable	40%	40%	40%
Unfavorable	11%	8%	14%
Not sure	49%	52%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
NC Favorability				
Favorable	40%	35%	48%	35%
Unfavorable	11%	17%	6%	10%
Not sure	49%	48%	46%	54%

	Base	Race			
		Hispanic	White	African-American	Other
NC Favorability					
Favorable	40%	50%	41%	42%	17%
Unfavorable	11%	9%	12%	8%	7%
Not sure	49%	41%	47%	50%	76%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
NC Favorability					
Favorable	40%	32%	35%	47%	42%
Unfavorable	11%	15%	12%	9%	11%
Not sure	49%	53%	53%	44%	47%

