

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
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OF THE PRESS RELEASE**

Romney leads in N.C. for first time since October

Raleigh, N.C. – Following a dismal jobs report released earlier this month, President Obama has lost his lead in North Carolina.

Presumptive Republican presidential nominee Mitt Romney now leads Obama 48-46 in North Carolina after trailing by 1 point (47-48) in mid-May, when the last statewide general election poll was conducted. Romney's standing in the state has improved 7 points since April, when Obama had a 5-point lead (49-44). Romney held his last lead over Obama in October, when he led the president 46-45.

The Tar Heel State's swing towards Romney comes as the almost certain Republican nominee has been solidified as the party's best hope to defeat Obama in the general election. Romney has seen his favorability rating increase 12 points since main primary competitor Rick Santorum left the presidential race in April. Romney's favorability rating in the state is now at 41%, up from 37% in May and 29% in April. Romney's favorability rating with state Republicans is up to 71%, an increase of 2 points from May and 19 points from April.

Obama's popularity, on the other hand, is on the decline. The president's approval rating is down 1 point from May to 47%. The decline in the president's approval rating can mostly be attributed to disapproval from within his own party. 76% of Democrats approve of the president's performance, down from 80% in May. Even more troubling, 20% of Democrats support Romney in a head-to-head matchup with Obama.

Unsurprisingly, Obama still holds down the youth vote (age 18 to 29) convincingly, 54-38. But that's the only age group Obama wins in a head-to-head matchup with Romney—the former Massachusetts governor takes the other three age groups, including the over-65 group by a 12-point margin (54-42).

“North Carolina remains one of the most closely contested swing states in the country,” said Dean Debnam, President of Public Policy Polling. “But there has been a modest shift toward Mitt Romney since he wrapped up the Republican nomination.”

PPP surveyed 810 North Carolina voters from June 7th to June 10th. The margin of error for the survey is +/-3.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



North Carolina Survey Results

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

Approve 47%
Disapprove..... 50%
Not sure 3%

Q2 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 41%
Unfavorable 46%
Not sure 12%

Q3 If the candidates for President this year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

Barack Obama..... 46%
Mitt Romney..... 48%
Undecided..... 6%

Q4 Do you approve or disapprove of Senator Richard Burr's job performance?

Approve 32% *Not sure* 32%
Disapprove..... 36%

Q5 If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President, and the Republican ticket was Mitt Romney for President and Richard Burr for Vice President, which would you vote for?

Obama-Biden..... 46%
Romney-Burr 47%
Undecided..... 6%

Q6 Who did you vote for President in 2008?

John McCain..... 46%
Barack Obama..... 46%
Someone else/Don't remember 8%

Q7 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 13%
Somewhat liberal 13%
Moderate..... 26%
Somewhat conservative..... 28%
Very conservative 21%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q9 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 44%
Republican..... 36%
Independent/Other..... 20%

Q10 If you are white, press 1. If African-American, press 2. If other, press 3.

White 73%
African-American 22%
Other..... 4%

Q11 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..... 14%
30 to 45..... 28%
46 to 65..... 38%
Older than 65..... 20%



Q12 Area Code

252.....	11%
336.....	21%
704.....	20%
828.....	12%
910.....	14%
919.....	23%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	47%	10%	86%	40%
Disapprove	50%	89%	10%	56%
Not sure	3%	2%	4%	4%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Romney Favorability				
Favorable	41%	72%	11%	40%
Unfavorable	46%	13%	80%	42%
Not sure	12%	15%	8%	18%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Romney				
Barack Obama	46%	9%	86%	31%
Mitt Romney	48%	86%	10%	47%
Undecided	6%	4%	4%	22%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	32%	48%	17%	26%
Disapprove	36%	19%	53%	36%
Not sure	32%	32%	30%	39%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama-Biden/Romney-Burr				
Obama-Biden	46%	8%	88%	31%
Romney-Burr	47%	87%	8%	45%
Undecided	6%	5%	4%	24%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	47%	81%	88%	61%	24%	14%
Disapprove	50%	13%	12%	33%	75%	86%
Not sure	3%	7%	0%	6%	1%	0%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	41%	14%	11%	28%	63%	65%
Unfavorable	46%	75%	85%	58%	25%	18%
Not sure	12%	10%	4%	15%	12%	17%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	46%	85%	84%	60%	22%	13%
Mitt Romney	48%	10%	15%	33%	72%	81%
Undecided	6%	6%	0%	7%	6%	6%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Burr Approval						
Approve	32%	23%	13%	28%	40%	44%
Disapprove	36%	41%	59%	42%	27%	23%
Not sure	32%	36%	29%	30%	33%	32%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama-Biden/Romney-Burr						
Obama-Biden	46%	87%	84%	59%	23%	13%
Romney-Burr	47%	9%	12%	33%	70%	80%
Undecided	6%	3%	4%	8%	7%	7%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	47%	50%	43%
Disapprove	50%	46%	55%
Not sure	3%	4%	2%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	41%	37%	46%
Unfavorable	46%	48%	44%
Not sure	12%	15%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	46%	50%	41%
Mitt Romney	48%	45%	53%
Undecided	6%	5%	6%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	32%	28%	38%
Disapprove	36%	35%	38%
Not sure	32%	38%	25%

	Base	Gender	
		Woman	Man
Obama-Biden/Romney-Burr			
Obama-Biden	46%	49%	43%
Romney-Burr	47%	44%	51%
Undecided	6%	7%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	47%	76%	11%	48%
Disapprove	50%	20%	89%	47%
Not sure	3%	3%	1%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	41%	19%	71%	38%
Unfavorable	46%	72%	14%	47%
Not sure	12%	9%	15%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	46%	77%	11%	41%
Mitt Romney	48%	20%	86%	42%
Undecided	6%	3%	3%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	32%	22%	46%	30%
Disapprove	36%	48%	21%	37%
Not sure	32%	30%	33%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama-Biden/Romney-Burr				
Obama-Biden	46%	78%	9%	44%
Romney-Burr	47%	19%	85%	42%
Undecided	6%	3%	6%	14%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	47%	37%	77%	56%
Disapprove	50%	60%	21%	38%
Not sure	3%	3%	3%	6%

	Base	Race		
		White	African-American	Other
Romney Favorability				
Favorable	41%	48%	18%	40%
Unfavorable	46%	39%	70%	46%
Not sure	12%	13%	11%	14%

	Base	Race		
		White	African-American	Other
Obama/Romney				
Barack Obama	46%	36%	76%	65%
Mitt Romney	48%	58%	20%	35%
Undecided	6%	7%	4%	-

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	32%	35%	24%	25%
Disapprove	36%	35%	38%	50%
Not sure	32%	30%	38%	25%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama-Biden/Romney-Burr				
Obama-Biden	46%	35%	79%	62%
Romney-Burr	47%	57%	17%	35%
Undecided	6%	7%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	47%	55%	48%	46%	41%
Disapprove	50%	39%	49%	52%	56%
Not sure	3%	6%	2%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	41%	31%	41%	43%	46%
Unfavorable	46%	52%	45%	47%	41%
Not sure	12%	17%	14%	10%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	46%	54%	45%	46%	42%
Mitt Romney	48%	38%	49%	49%	54%
Undecided	6%	8%	5%	6%	4%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	32%	35%	33%	30%	34%
Disapprove	36%	29%	33%	41%	36%
Not sure	32%	35%	35%	29%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama-Biden/Romney-Burr					
Obama-Biden	46%	55%	47%	45%	41%
Romney-Burr	47%	37%	48%	48%	51%
Undecided	6%	8%	4%	7%	8%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	47%	61%	45%	43%	56%	42%	44%
Disapprove	50%	38%	54%	56%	42%	56%	48%
Not sure	3%	2%	1%	1%	2%	2%	8%

	Base	Area Code					
		252	336	704	828	910	919
Romney Favorability							
Favorable	41%	31%	49%	47%	27%	42%	42%
Unfavorable	46%	57%	42%	39%	58%	41%	48%
Not sure	12%	11%	9%	13%	15%	17%	10%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Obama/Romney							
Barack Obama	46%	61%	39%	43%	56%	39%	47%
Mitt Romney	48%	33%	55%	54%	40%	51%	47%
Undecided	6%	6%	7%	3%	4%	10%	5%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	32%	30%	46%	26%	25%	31%	31%
Disapprove	36%	36%	37%	30%	38%	34%	41%
Not sure	32%	34%	17%	44%	37%	36%	28%

	Base	Area Code					
		252	336	704	828	910	919
Obama-Biden/Romney-Burr							
Obama-Biden	46%	58%	39%	43%	56%	44%	47%
Romney-Burr	47%	36%	53%	52%	39%	48%	47%
Undecided	6%	5%	8%	6%	5%	8%	6%

