

**FOR IMMEDIATE RELEASE**

**September 30, 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**

## **Wilder endorsement largely irrelevant**

**Raleigh, N.C.** – It made a lot of news last week when former Virginia Governor Doug Wilder announced he wouldn't endorse Creigh Deeds for that office, but does Wilder's endorsement even matter?

New polling data on that subject suggests that Wilder may have actually done the Democratic nominee a favor by withholding his endorsement. 23% of voters in the state say they would be less likely to vote for a candidate supported by Wilder while only 8% state that they would be more likely to do so. 69% say it would make no difference either way.

76% of respondents who said a Wilder endorsement would make them more likely to support someone are already voting for Deeds.

Overall 36% of voters in the state have a favorable opinion of Wilder while 33% see him unfavorably and 30% don't have a leaning either way.

“Doug Wilder's non endorsement of Creigh Deeds may have been the biggest non story of the campaign,” said Dean Debnam, President of Public Policy Polling. “There's no indication that Wilder's preferences have any relevance to the Virginia electorate.”

30% of Virginians have a favorable opinion of Rush Limbaugh while 28% do of emerging conservative voice Glenn Beck. But Limbaugh's negatives, at 54%, far exceed those of Beck at 37%.

PPP will release numbers looking at Barack Obama's standing in the state tomorrow.

PPP surveyed 576 likely Virginia voters from September 25<sup>th</sup> to 28<sup>th</sup>. The survey's margin of error is +/-4.1%. 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](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

###



## Virginia Poll

**Q1** Do you have a favorable or unfavorable opinion of Doug Wilder? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 36%  
*Unfavorable* ..... 33%  
*Not Sure*..... 30%

**Q2** If a candidate was endorsed by Doug Wilder would that make you more or less likely to vote for them, or does it not make a difference? If more likely, press 1. If less likely, press 2. If you're not sure, press 3.

*More Likely* ..... 8%  
*Less Likely*..... 23%  
*Not Sure*..... 69%

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

*Favorable*..... 30%  
*Unfavorable* ..... 54%  
*Not Sure*..... 16%

**Q4** Do you have a favorable or unfavorable opinion of Glenn Beck? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 28%  
*Unfavorable* ..... 37%  
*Not Sure*..... 35%

**Q5** Who do you think is more influential in America: Glenn Beck or Rush Limbaugh? If Glenn Beck, press 1. If Rush Limbaugh, press 2. If you're not sure, press 3.

*Beck*..... 16%  
*Limbaugh*..... 38%  
*Not Sure*..... 46%

**Q6** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

*McCain*..... 45%  
*Obama* ..... 48%  
*Someone Else/Don't Remember*..... 6%

**Q7** In the 2005 race for Governor did you vote for Democrat Tim Kaine or Republican Jerry Kilgore, or do you not remember? If you voted for Tim Kaine, press 1. If you voted for Jerry Kilgore, press 2. If you don't remember, press 3.

*Kaine* ..... 51%  
*Kilgore*..... 39%  
*Don't Remember*..... 10%

**Q8** Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

*Urban*..... 15%  
*Suburban* ..... 41%  
*Rural*..... 25%  
*Small Town*..... 19%

**Q9** Would you describe yourself as a liberal, moderate, or conservative? If a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

*Liberal*..... 17%  
*Moderate*..... 44%  
*Conservative*..... 39%

**Q10** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%





**Q11** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

<i>Democrat</i> .....	37%
<i>Republican</i> .....	29%
<i>Other</i> .....	34%

**Q12** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i> .....	5%
<i>White</i> .....	72%
<i>African American</i> .....	18%
<i>Other</i> .....	5%

**Q13** 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.

<i>18 to 29</i> .....	11%
<i>30 to 45</i> .....	24%
<i>46 to 65</i> .....	44%
<i>Older than 65</i> .....	21%

**Q14**

<i>276</i> .....	6%
<i>434</i> .....	10%
<i>540</i> .....	24%
<i>703</i> .....	21%
<i>757</i> .....	17%
<i>804</i> .....	22%





	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
<b>Wilder Favorability</b>				
<b>Favorable</b>	36%	24%	49%	23%
<b>Unfavorable</b>	33%	41%	23%	59%
<b>Not Sure</b>	30%	35%	28%	18%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
<b>Wilder Endorsement Impact</b>				
<b>More Likely</b>	8%	2%	15%	-
<b>Less Likely</b>	23%	35%	11%	32%
<b>Not Sure</b>	69%	64%	74%	68%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	30%	61%	3%	26%
<b>Unfavorable</b>	54%	17%	88%	56%
<b>Not Sure</b>	16%	22%	9%	18%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
<b>Beck Favorability</b>				
<b>Favorable</b>	28%	55%	3%	26%
<b>Unfavorable</b>	37%	12%	59%	45%
<b>Not Sure</b>	35%	32%	38%	30%





	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
<b>Beck/Limbaugh</b>				
<b>Beck</b>	16%	23%	11%	5%
<b>Limbaugh</b>	38%	42%	31%	67%
<b>Not Sure</b>	46%	36%	58%	28%

	Base	2005 Vote		
		Kaine	Kilgore	Don't Remember
<b>Wilder Favorability</b>				
<b>Favorable</b>	36%	46%	22%	39%
<b>Unfavorable</b>	33%	26%	44%	32%
<b>Not Sure</b>	30%	28%	34%	29%

	Base	2005 Vote		
		Kaine	Kilgore	Don't Remember
<b>Wilder Endorsement Impact</b>				
<b>More Likely</b>	8%	12%	2%	12%
<b>Less Likely</b>	23%	15%	37%	11%
<b>Not Sure</b>	69%	73%	61%	77%

	Base	2005 Vote		
		Kaine	Kilgore	Don't Remember
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	30%	5%	67%	17%
<b>Unfavorable</b>	54%	86%	15%	48%
<b>Not Sure</b>	16%	10%	18%	34%





	Base	2005 Vote		
		Kaine	Kilgore	Don't Remember
<b>Beck Favorability</b>				
<b>Favorable</b>	28%	6%	62%	15%
<b>Unfavorable</b>	37%	58%	10%	33%
<b>Not Sure</b>	35%	37%	28%	52%

	Base	2005 Vote		
		Kaine	Kilgore	Don't Remember
<b>Beck/Limbaugh</b>				
<b>Beck</b>	16%	12%	22%	13%
<b>Limbaugh</b>	38%	33%	46%	35%
<b>Not Sure</b>	46%	56%	32%	52%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Wilder Favorability</b>					
<b>Favorable</b>	36%	50%	35%	25%	42%
<b>Unfavorable</b>	33%	28%	27%	47%	34%
<b>Not Sure</b>	30%	22%	38%	28%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Wilder Endorsement Impact</b>					
<b>More Likely</b>	8%	6%	10%	2%	13%
<b>Less Likely</b>	23%	32%	17%	28%	23%
<b>Not Sure</b>	69%	62%	73%	70%	63%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Limbaugh Favorability</b>					
<b>Favorable</b>	30%	27%	27%	41%	25%
<b>Unfavorable</b>	54%	61%	60%	40%	55%
<b>Not Sure</b>	16%	12%	13%	19%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Beck Favorability</b>					
<b>Favorable</b>	28%	25%	25%	36%	27%
<b>Unfavorable</b>	37%	42%	44%	23%	37%
<b>Not Sure</b>	35%	33%	31%	41%	36%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Beck/Limbaugh</b>					
<b>Beck</b>	16%	12%	13%	26%	13%
<b>Limbaugh</b>	38%	34%	40%	35%	40%
<b>Not Sure</b>	46%	54%	47%	39%	47%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Wilder Favorability</b>				
<b>Favorable</b>	36%	61%	36%	26%
<b>Unfavorable</b>	33%	11%	35%	41%
<b>Not Sure</b>	30%	28%	29%	33%





	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Wilder Endorsement Impact</b>				
<b>More Likely</b>	8%	23%	7%	3%
<b>Less Likely</b>	23%	12%	18%	34%
<b>Not Sure</b>	69%	65%	75%	64%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	30%	1%	11%	65%
<b>Unfavorable</b>	54%	91%	74%	16%
<b>Not Sure</b>	16%	8%	15%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Beck Favorability</b>				
<b>Favorable</b>	28%	1%	13%	57%
<b>Unfavorable</b>	37%	73%	49%	8%
<b>Not Sure</b>	35%	26%	38%	35%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Beck/Limbaugh</b>				
<b>Beck</b>	16%	8%	14%	22%
<b>Limbaugh</b>	38%	34%	36%	42%
<b>Not Sure</b>	46%	58%	50%	36%







	Base	Gender	
		Woman	Man
<b>Wilder Favorability</b>			
Favorable	36%	42%	30%
Unfavorable	33%	28%	39%
Not Sure	30%	30%	31%

	Base	Gender	
		Woman	Man
<b>Wilder Endorsement Impact</b>			
More Likely	8%	7%	9%
Less Likely	23%	20%	27%
Not Sure	69%	72%	64%

	Base	Gender	
		Woman	Man
<b>Limbaugh Favorability</b>			
Favorable	30%	24%	38%
Unfavorable	54%	59%	48%
Not Sure	16%	16%	14%

	Base	Gender	
		Woman	Man
<b>Beck Favorability</b>			
Favorable	28%	23%	35%
Unfavorable	37%	36%	39%
Not Sure	35%	42%	27%





	Base	Gender	
		Woman	Man
<b>Beck/Limbaugh</b>			
Beck	16%	17%	15%
Limbaugh	38%	34%	42%
Not Sure	46%	48%	43%

	Base	Party		
		Democrat	Republican	Other
<b>Wilder Favorability</b>				
Favorable	36%	55%	21%	29%
Unfavorable	33%	19%	43%	40%
Not Sure	30%	26%	36%	31%

	Base	Party		
		Democrat	Republican	Other
<b>Wilder Endorsement Impact</b>				
More Likely	8%	18%	2%	3%
Less Likely	23%	13%	33%	26%
Not Sure	69%	69%	65%	71%

	Base	Party		
		Democrat	Republican	Other
<b>Limbaugh Favorability</b>				
Favorable	30%	4%	64%	29%
Unfavorable	54%	87%	17%	51%
Not Sure	16%	9%	18%	20%





	Base	Party		
		Democrat	Republican	Other
<b>Beck Favorability</b>				
Favorable	28%	2%	58%	31%
Unfavorable	37%	62%	9%	33%
Not Sure	35%	36%	32%	35%

	Base	Party		
		Democrat	Republican	Other
<b>Beck/Limbaugh</b>				
Beck	16%	10%	20%	19%
Limbaugh	38%	34%	47%	35%
Not Sure	46%	56%	33%	46%

	Base	Race			
		Hispanic	White	African American	Other
<b>Wilder Favorability</b>					
Favorable	36%	29%	29%	67%	29%
Unfavorable	33%	32%	38%	19%	26%
Not Sure	30%	39%	33%	14%	46%

	Base	Race			
		Hispanic	White	African American	Other
<b>Wilder Endorsement Impact</b>					
More Likely	8%	6%	5%	24%	4%
Less Likely	23%	22%	25%	20%	11%
Not Sure	69%	72%	70%	56%	86%





	Base	Race			
		Hispanic	White	African American	Other
<b>Limbaugh Favorability</b>					
<b>Favorable</b>	30%	13%	38%	8%	21%
<b>Unfavorable</b>	54%	72%	47%	77%	61%
<b>Not Sure</b>	16%	15%	15%	16%	18%

	Base	Race			
		Hispanic	White	African American	Other
<b>Beck Favorability</b>					
<b>Favorable</b>	28%	14%	35%	9%	17%
<b>Unfavorable</b>	37%	64%	32%	48%	42%
<b>Not Sure</b>	35%	22%	33%	42%	40%

	Base	Race			
		Hispanic	White	African American	Other
<b>Beck/Limbaugh</b>					
<b>Beck</b>	16%	6%	19%	12%	-
<b>Limbaugh</b>	38%	60%	37%	37%	39%
<b>Not Sure</b>	46%	35%	45%	51%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Wilder Favorability</b>					
<b>Favorable</b>	36%	53%	31%	35%	35%
<b>Unfavorable</b>	33%	40%	31%	34%	32%
<b>Not Sure</b>	30%	7%	38%	31%	33%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Wilder Endorsement Impact</b>					
<b>More Likely</b>	8%	7%	12%	8%	5%
<b>Less Likely</b>	23%	40%	16%	23%	23%
<b>Not Sure</b>	69%	53%	72%	69%	72%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Limbaugh Favorability</b>					
<b>Favorable</b>	30%	27%	26%	30%	38%
<b>Unfavorable</b>	54%	67%	58%	52%	47%
<b>Not Sure</b>	16%	7%	16%	18%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Beck Favorability</b>					
<b>Favorable</b>	28%	29%	27%	27%	31%
<b>Unfavorable</b>	37%	43%	43%	36%	28%
<b>Not Sure</b>	35%	29%	30%	36%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Beck/Limbaugh</b>					
<b>Beck</b>	16%	20%	12%	18%	13%
<b>Limbaugh</b>	38%	60%	36%	33%	39%
<b>Not Sure</b>	46%	20%	51%	49%	48%





	Base	Region					
		276	434	540	703	757	804
<b>Wilder Favorability</b>							
<b>Favorable</b>	<b>36%</b>	15%	32%	31%	39%	45%	40%
<b>Unfavorable</b>	<b>33%</b>	50%	37%	43%	17%	26%	38%
<b>Not Sure</b>	<b>30%</b>	35%	31%	26%	43%	29%	22%

	Base	Region					
		276	434	540	703	757	804
<b>Wilder Endorsement Impact</b>							
<b>More Likely</b>	<b>8%</b>	-	7%	5%	11%	10%	10%
<b>Less Likely</b>	<b>23%</b>	45%	17%	29%	12%	22%	26%
<b>Not Sure</b>	<b>69%</b>	55%	76%	66%	77%	69%	65%

	Base	Region					
		276	434	540	703	757	804
<b>Limbaugh Favorability</b>							
<b>Favorable</b>	<b>30%</b>	53%	34%	38%	23%	26%	23%
<b>Unfavorable</b>	<b>54%</b>	27%	52%	47%	65%	59%	57%
<b>Not Sure</b>	<b>16%</b>	20%	13%	15%	12%	15%	20%

	Base	Region					
		276	434	540	703	757	804
<b>Beck Favorability</b>							
<b>Favorable</b>	<b>28%</b>	43%	27%	38%	22%	20%	27%
<b>Unfavorable</b>	<b>37%</b>	21%	28%	27%	52%	42%	38%
<b>Not Sure</b>	<b>35%</b>	36%	45%	35%	26%	38%	35%





	Base	Region					
		276	434	540	703	757	804
<b>Beck/Limbaugh</b>							
<b>Beck</b>	<b>16%</b>	40%	27%	11%	9%	11%	19%
<b>Limbaugh</b>	<b>38%</b>	25%	41%	47%	37%	32%	37%
<b>Not Sure</b>	<b>46%</b>	34%	32%	42%	54%	57%	44%

