

FOR IMMEDIATE RELEASE

November 16, 2009

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QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Perdue sees slight improvement

Raleigh, N.C. – Bev Perdue’s approval ratings are still pretty dismal, but for the first time in months she’s actually seeing some improvement.

30% of North Carolinians say they think the Governor is doing a good job while 49% disapprove of her. That’s up from a 24/54 spread a month ago.

The up tick in Perdue’s reviews is due largely to her doing better with Democrats. In October they expressed disapproval of her by a 38/39 margin, but they now give her good marks 46/32. Those numbers are still indicative of a significant base problem but they are at least headed in the right direction.

47% of voters in the state think that Perdue is too liberal while 39% think she is about right and 14% think she’s too conservative. Interestingly, even among Democrats there are more people who think she’s too liberal than too conservative.

When asked to give her a letter grade voters expressed much more middle ground feelings toward Perdue than they did Barack Obama. Her most common mark, at 28%, was a C and she received more B’s and D’s than A’s and F’s.

“Bev Perdue still has a long way to go,” said Dean Debnam, President of Public Policy Polling. “But at least it appears she may have stopped the bleeding. Her big problem is a lack of popularity with her core supporters. Focusing more on issues of concern to them like education and health care could help her to further improve these numbers.”

PPP will release numbers Tuesday looking at the 2010 elections in the state.

PPP surveyed 711 North Carolina voters from November 9th to 11th. The survey’s margin of error is +/-3.7%. 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.

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

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North Carolina Survey Results

Q1 Do you approve or disapprove of Governor Bev Perdue's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 30%
Disapprove..... 49%
Not Sure..... 22%

Q2 How would you grade Governor Perdue's overall performance so far? If you would give him an A, press 1. If a B, press 2. If a C, press 3. If a D, press 4. If an F, press 5.

A 15%
B..... 22%
C..... 28%
D..... 15%
F 20%

Q3 Do you think that Governor Perdue is too conservative, too liberal, or about right? If too conservative, press 1. If too liberal, press 2. If about right, press 3.

Too Conservative..... 14%
Too Liberal..... 47%
About Right..... 39%

Q4 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 16%
Moderate..... 44%
Conservative..... 40%

Q5 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..... 16%
Suburban 25%
Rural..... 28%
Small Town..... 31%

Q6 If you are a woman, press 1, if a man, press 2.

Woman 51%
Man..... 49%

Q7 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..... 47%
Republican..... 34%
Independent/Other..... 19%

Q8 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 74%
African-American 20%
Other..... 5%

Q9 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..... 12%
30 to 45..... 29%
46 to 65..... 36%
Older than 65..... 24%





Q10

252.....	15%
336.....	17%
704.....	19%
828.....	15%
910.....	15%
919.....	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	30%	59%	38%	9%
Disapprove	49%	24%	40%	69%
Not Sure	22%	18%	22%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Grade				
A	15%	31%	19%	5%
B	22%	32%	28%	12%
C	28%	26%	31%	26%
D	15%	5%	12%	21%
F	20%	5%	10%	37%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Ideology				
Too Conservative	14%	34%	16%	4%
Too Liberal	47%	14%	32%	77%
About Right	39%	52%	53%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Approval					
Approve	30%	40%	32%	21%	31%
Disapprove	48%	44%	42%	58%	47%
Not Sure	22%	16%	26%	21%	22%





Crosstabs

		Community Type			
		Base	Urban	Suburban	Rural
Perdue Grade					
A	15%	17%	16%	11%	16%
B	22%	29%	22%	19%	23%
C	28%	31%	30%	24%	28%
D	15%	13%	13%	17%	15%
F	20%	9%	20%	29%	18%

		Community Type			
		Base	Urban	Suburban	Rural
Perdue Ideology					
Too Conservative	14%	22%	9%	9%	18%
Too Liberal	47%	32%	50%	57%	43%
About Right	39%	47%	41%	33%	39%

		Gender	
		Base	Woman
Perdue Approval			
Approve	30%	31%	28%
Disapprove	49%	45%	52%
Not Sure	22%	23%	20%

		Gender	
		Base	Woman
Perdue Grade			
A	15%	16%	14%
B	22%	25%	19%
C	28%	29%	27%
D	15%	13%	16%
F	20%	17%	23%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Ideology			
Too Conservative	14%	16%	12%
Too Liberal	47%	42%	52%
About Right	39%	42%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	30%	46%	11%	24%
Disapprove	49%	32%	67%	58%
Not Sure	22%	23%	23%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Grade				
A	15%	23%	5%	13%
B	22%	32%	12%	18%
C	28%	29%	27%	27%
D	15%	7%	21%	20%
F	20%	9%	35%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Ideology				
Too Conservative	14%	18%	5%	20%
Too Liberal	47%	24%	77%	51%
About Right	39%	58%	18%	29%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	30%	27%	40%	37%
Disapprove	49%	52%	36%	45%
Not Sure	22%	21%	24%	18%

	Base	Race		
		White	African-American	Other
Perdue Grade				
A	15%	12%	26%	16%
B	22%	22%	23%	18%
C	28%	26%	35%	31%
D	15%	16%	6%	24%
F	20%	24%	9%	11%

	Base	Race		
		White	African-American	Other
Perdue Ideology				
Too Conservative	14%	14%	16%	12%
Too Liberal	47%	53%	23%	49%
About Right	39%	33%	61%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	30%	26%	31%	31%	28%
Disapprove	49%	54%	50%	47%	47%
Not Sure	22%	20%	19%	22%	25%





Crosstabs

		Age			
		Base	18 to 29	30 to 45	46 to 65
Perdue Grade					
A	15%	14%	15%	14%	17%
B	22%	23%	16%	24%	26%
C	28%	29%	33%	25%	26%
D	15%	6%	17%	14%	17%
F	20%	29%	19%	22%	14%

		Age			
		Base	18 to 29	30 to 45	46 to 65
Perdue Ideology					
Too Conservative	14%	23%	16%	13%	8%
Too Liberal	47%	37%	48%	46%	52%
About Right	39%	40%	36%	41%	40%

		Area Code					
		Base	252	336	704	828	910
Perdue Approval							
Approve	30%	32%	26%	28%	22%	28%	41%
Disapprove	49%	44%	43%	54%	53%	52%	46%
Not Sure	22%	24%	31%	19%	25%	20%	13%

		Area Code					
		Base	252	336	704	828	910
Perdue Grade							
A	15%	18%	11%	13%	9%	18%	22%
B	22%	20%	23%	17%	29%	20%	26%
C	28%	29%	28%	33%	24%	35%	20%
D	15%	15%	15%	13%	13%	11%	19%
F	20%	18%	23%	24%	25%	17%	14%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Ideology							
Too Conservative	14%	14%	7%	16%	19%	14%	14%
Too Liberal	47%	47%	50%	50%	50%	38%	45%
About Right	39%	39%	43%	34%	31%	47%	41%

