



**FOR IMMEDIATE RELEASE**

**March 23, 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**

## **Limbaugh not popular in NC**

**Raleigh, N.C.** – Most North Carolina voters don't care for Rush Limbaugh, the newest survey from Public Policy Polling finds.

Only 31% have a favorable opinion of him while 50% view him negatively. Republicans (61%) and conservatives (56%) look on him positively while every other demographic group PPP tracks has an unfavorable view of him.

Only 10% of Democrats and 26% of independents have a good take on Limbaugh. It's interesting to note that even 20% of conservatives have a negative view of one of the leading right leaning voices in the country.

27% of voters in the state consider Limbaugh to be the leading voice of the Republican Party right now. It's interesting to note that even though this is a line of thinking that Democratic strategists have been pushing, there are actually almost as many Republicans who consider Limbaugh to be their party's spokesman as there are Democrats.

30% of Democrats, 25% of Republicans, and 24% of independents see Limbaugh as the voice of the party.

"It's interesting that a quarter of North Carolina Republicans do consider Limbaugh to be their party's voice," said Dean Debnam, President of Public Policy Polling. "It speaks to the quandary the GOP has in North Carolina: they haven't been successful in recent elections and obviously need to do something differently. But a quarter of the party base considers the party's leader to be someone who turns off more than half the state. How do you appeal to voters in the middle without antagonizing those on the right?"

PPP surveyed 1,000 North Carolina voters from March 12<sup>th</sup> to 15<sup>th</sup>. The survey's margin of error is +/-3.1%. 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.

###





## North Carolina Survey Results

**Q1** 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*..... 31%  
*Unfavorable* ..... 50%  
*Not Sure*..... 20%

**Q2** Do you think Rush Limbaugh is currently the leading voice for the Republican Party in America? If yes, press 1. If no, press 2. If you're not sure, press 3.

*Yes* ..... 27%  
*No*..... 51%  
*Not Sure*..... 22%

**Q3** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 18%  
*Moderate*..... 40%  
*Conservative*..... 41%

**Q4** 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*..... 12%  
*Suburban* ..... 28%  
*Rural*..... 31%  
*Small Town*..... 29%

**Q5** If you are a woman, press 1, if a man, press 2.

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

**Q6** 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*..... 36%  
*Independent/Other*..... 17%

**Q7** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 76%  
*African-American* ..... 21%  
*Other*..... 3%

**Q8** 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*..... 15%  
*30 to 45*..... 25%  
*46 to 65*..... 40%  
*Older than 65*..... 20%

**Q9**

252..... 13%  
336..... 20%  
704..... 19%  
828..... 15%  
910..... 11%  
919..... 21%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	31%	6%	17%	56%
<b>Unfavorable</b>	50%	77%	67%	20%
<b>Not Sure</b>	20%	17%	16%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>GOP Leading Voice</b>				
<b>Yes</b>	27%	34%	27%	24%
<b>No</b>	51%	41%	54%	53%
<b>Not Sure</b>	22%	25%	19%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Limbaugh Favorability</b>					
<b>Favorable</b>	31%	17%	27%	38%	32%
<b>Unfavorable</b>	50%	69%	55%	41%	45%
<b>Not Sure</b>	20%	14%	17%	21%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>GOP Leading Voice</b>					
<b>Yes</b>	27%	37%	28%	23%	26%
<b>No</b>	51%	42%	51%	54%	52%
<b>Not Sure</b>	22%	21%	21%	22%	21%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Limbaugh Favorability</b>			
<b>Favorable</b>	31%	26%	36%
<b>Unfavorable</b>	50%	50%	49%
<b>Not Sure</b>	20%	24%	15%

	Base	Gender	
		Woman	Man
<b>GOP Leading Voice</b>			
<b>Yes</b>	27%	25%	29%
<b>No</b>	51%	47%	56%
<b>Not Sure</b>	22%	28%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	31%	10%	61%	26%
<b>Unfavorable</b>	50%	73%	18%	52%
<b>Not Sure</b>	20%	17%	21%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>GOP Leading Voice</b>				
<b>Yes</b>	27%	30%	25%	24%
<b>No</b>	51%	46%	57%	54%
<b>Not Sure</b>	22%	25%	18%	21%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	31%	38%	6%	30%
<b>Unfavorable</b>	50%	44%	67%	56%
<b>Not Sure</b>	20%	18%	27%	14%

	Base	Race		
		White	African-American	Other
<b>GOP Leading Voice</b>				
<b>Yes</b>	27%	27%	29%	21%
<b>No</b>	51%	54%	41%	59%
<b>Not Sure</b>	22%	19%	30%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Limbaugh Favorability</b>					
<b>Favorable</b>	31%	14%	26%	36%	38%
<b>Unfavorable</b>	50%	51%	50%	50%	46%
<b>Not Sure</b>	20%	35%	23%	14%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>GOP Leading Voice</b>					
<b>Yes</b>	27%	22%	31%	28%	23%
<b>No</b>	51%	43%	49%	54%	56%
<b>Not Sure</b>	22%	35%	20%	18%	21%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Limbaugh Favorability</b>							
<b>Favorable</b>	31%	27%	34%	32%	37%	30%	25%
<b>Unfavorable</b>	50%	48%	48%	53%	46%	43%	55%
<b>Not Sure</b>	20%	25%	18%	15%	17%	27%	20%

	Base	Area Code					
		252	336	704	828	910	919
<b>GOP Leading Voice</b>							
<b>Yes</b>	27%	22%	29%	33%	23%	18%	31%
<b>No</b>	51%	52%	50%	46%	57%	60%	49%
<b>Not Sure</b>	22%	26%	21%	21%	20%	22%	20%

