

**FOR IMMEDIATE RELEASE**

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## **Obama improves numbers in NC**

**Raleigh, N.C.** – Barack Obama’s approval rating with North Carolina voters has improved slightly from March to April, the newest survey from Public Policy Polling finds.

54% of respondents approve of the job he’s doing, compared to 38% who hold a negative view. A month ago the spread was 53/40. Obama’s numbers among Democrats and Republicans are virtually identical to where they were before with 85% of voters within his own party giving him good marks while only 13% in the opposite party do. His slight overall uptick comes from an improvement with independents. They now approve of his job by a 50/46 spread where a month ago they were evenly split in their appraisals of his performance.

“Barack Obama continues to earn pretty solid approval numbers in North Carolina, especially compared to where his predecessor was in the closing years of his administration,” said Dean Debnam, President of Public Policy Polling. “He’s doing a good job of keeping his party behind him and appealing to enough independents to get his standing up over 50%.”

The number of voters in the state listing the economy as their top issue this month is down to 49%, one of only two times it’s been below 50 since September 2008. The issue getting increased attention from North Carolina voters is moral and family values, with many Republicans who had listed the economy as their top issue switching over to that in the wake of recent moves toward gay marriage in several states. Also hitting double digits is education with health care close behind.

Kay Hagan’s approval/disapproval is 33/33, similar to Richard Burr.

PPP surveyed 979 North Carolina voters from April 8<sup>th</sup> to 11<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 approve or disapprove of President Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

*Approve* ..... 54%  
*Disapprove*..... 38%  
*Not Sure*..... 7%

**Q2** Do you approve or disapprove of Democratic Senator Kay Hagan's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

*Approve* ..... 33%  
*Disapprove*..... 33%  
*Not Sure*..... 35%

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

*Liberal*..... 17%  
*Moderate*..... 42%  
*Conservative*..... 42%

**Q4** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

*War in Iraq* ..... 4%  
*Education*..... 10%  
*Economy and Jobs* ..... 49%  
*Taxes*..... 6%  
*Moral and family values* ..... 17%  
*Health care* ..... 9%  
*Immigration*..... 4%  
*Other*..... 1%





**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*..... 30%  
*Rural*..... 24%  
*Small Town*..... 30%

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

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

**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*..... 33%  
*Independent/Other*..... 19%

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

*White* ..... 77%  
*African-American* ..... 20%  
*Other*..... 3%

**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*..... 10%  
*30 to 45*..... 27%  
*46 to 65*..... 42%  
*Older than 65*..... 20%

**Q10**

252..... 13%  
336..... 19%  
704..... 18%  
828..... 15%  
910..... 14%  
919..... 21%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
<b>Approve</b>	<b>54%</b>	91%	71%	23%
<b>Disapprove</b>	<b>38%</b>	6%	23%	67%
<b>Not Sure</b>	<b>7%</b>	3%	6%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Hagan Approval</b>				
<b>Approve</b>	<b>33%</b>	60%	39%	16%
<b>Disapprove</b>	<b>32%</b>	12%	22%	51%
<b>Not Sure</b>	<b>35%</b>	29%	39%	33%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Obama Approval</b>					
<b>Approve</b>	<b>54%</b>	63%	57%	49%	51%
<b>Disapprove</b>	<b>38%</b>	30%	37%	40%	43%
<b>Not Sure</b>	<b>7%</b>	7%	6%	11%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Hagan Approval</b>					
<b>Approve</b>	<b>33%</b>	36%	32%	31%	33%
<b>Disapprove</b>	<b>33%</b>	30%	29%	36%	35%
<b>Not Sure</b>	<b>35%</b>	34%	39%	33%	32%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	<b>54%</b>	60%	48%
<b>Disapprove</b>	<b>38%</b>	31%	47%
<b>Not Sure</b>	<b>7%</b>	9%	6%

	Base	Gender	
		Woman	Man
<b>Hagan Approval</b>			
<b>Approve</b>	<b>33%</b>	34%	32%
<b>Disapprove</b>	<b>33%</b>	24%	42%
<b>Not Sure</b>	<b>35%</b>	42%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
<b>Approve</b>	<b>54%</b>	85%	13%	50%
<b>Disapprove</b>	<b>38%</b>	10%	74%	46%
<b>Not Sure</b>	<b>7%</b>	5%	13%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan Approval</b>				
<b>Approve</b>	<b>33%</b>	51%	9%	28%
<b>Disapprove</b>	<b>33%</b>	13%	57%	39%
<b>Not Sure</b>	<b>35%</b>	36%	34%	33%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	54%	44%	92%	63%
<b>Disapprove</b>	38%	47%	5%	27%
<b>Not Sure</b>	7%	9%	2%	10%

	Base	Race		
		White	African-American	Other
<b>Hagan Approval</b>				
<b>Approve</b>	33%	30%	44%	39%
<b>Disapprove</b>	33%	38%	14%	27%
<b>Not Sure</b>	35%	33%	43%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	54%	63%	47%	58%	51%
<b>Disapprove</b>	38%	31%	44%	37%	38%
<b>Not Sure</b>	7%	6%	9%	6%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan Approval</b>					
<b>Approve</b>	33%	39%	28%	36%	30%
<b>Disapprove</b>	33%	26%	38%	30%	34%
<b>Not Sure</b>	35%	35%	34%	34%	36%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Obama Approval</b>							
<b>Approve</b>	<b>54%</b>	52%	53%	57%	50%	55%	57%
<b>Disapprove</b>	<b>38%</b>	40%	41%	38%	42%	35%	35%
<b>Not Sure</b>	<b>7%</b>	8%	6%	5%	8%	10%	8%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan Approval</b>							
<b>Approve</b>	<b>33%</b>	35%	34%	32%	29%	29%	35%
<b>Disapprove</b>	<b>33%</b>	32%	36%	33%	36%	34%	27%
<b>Not Sure</b>	<b>35%</b>	33%	30%	35%	35%	37%	38%

