

**FOR IMMEDIATE RELEASE**

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**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**

## **GOP Popularity Declines from Reagan to Bush**

**Raleigh, N.C.** – In an effort to gauge the views of North Carolinians about the last 30 years of Presidential politics, PPP asked respondents on its most recent survey to name their favorite President since Reagan and also their least favorite.

The answer perhaps does more than anything else to explain the remarkable success Democrats in the state had last year at the federal level compared to preceding elections.

Ronald Reagan easily takes the honor as the most well liked with 44%. Barack Obama is in second at 29% and Bill Clinton comes third at 18%.

But while the late Republican might be the most popular with North Carolina voters, the least popular also comes from his party. 43% of respondents said they had the lowest opinion of George W. Bush out of those choices with Obama coming in second at 26% and Clinton third again at 21%.

“These results make it pretty clear that while North Carolinians liked Ronald Reagan’s brand of Republicanism their attitudes are quite different these days,” said Dean Debnam, President of Public Policy Polling. “That goes a long way toward explaining why Barack Obama was able to win such a surprising victory last year.”

The numbers also speak to how politically divided the state is right now. When asked to pick their favorite President 53% of respondents picked a Republican and 47% a Democrats. When asked to pick their least favorite the numbers came out the same way, so if you subtract the negative votes from the positive ones for each party on the two questions it comes out to zero.

PPP surveyed 755 North Carolina voters from May 8<sup>th</sup> to 10<sup>th</sup>. The survey’s margin of error is +/-3.6%. 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.

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## North Carolina Survey Results

**Q1** Of the last five Presidents, who do you have the highest opinion of: Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush, or Barack Obama? If Ronald Reagan, press 1. If George H.W. Bush, press 2. If Bill Clinton, press 3. If George W. Bush, press 4. If Barack Obama, press 5.

<i>Reagan</i> .....	44%
<i>H.W. Bush</i> .....	3%
<i>Clinton</i> .....	18%
<i>W. Bush</i> .....	6%
<i>Obama</i> .....	29%

**Q2** Of the last five Presidents, who do you have the lowest opinion of: Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush, or Barack Obama? If Ronald Reagan, press 1. If George H.W. Bush, press 2. If Bill Clinton, press 3. If George W. Bush, press 4. If Barack Obama, press 5.

<i>Reagan</i> .....	3%
<i>H.W. Bush</i> .....	7%
<i>Clinton</i> .....	21%
<i>W. Bush</i> .....	43%
<i>Obama</i> .....	26%

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

<i>Liberal</i> .....	16%
<i>Moderate</i> .....	39%
<i>Conservative</i> .....	46%

**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.

<i>Urban</i> .....	14%
<i>Suburban</i> .....	29%
<i>Rural</i> .....	26%
<i>Small Town</i> .....	30%

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

<i>Woman</i> .....	53%
<i>Man</i> .....	47%

**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.

<i>Democrat</i> .....	49%
<i>Republican</i> .....	35%
<i>Independent/Other</i> .....	16%

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

<i>White</i> .....	75%
<i>African-American</i> .....	22%
<i>Other</i> .....	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.

<i>18 to 29</i> .....	11%
<i>30 to 45</i> .....	25%
<i>46 to 65</i> .....	44%
<i>Older than 65</i> .....	20%





Q9

252.....	13%
336.....	18%
704.....	18%
828.....	15%
910.....	14%
919.....	22%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Favorite President</b>				
Reagan	44%	10%	31%	67%
H.W. Bush	3%	-	4%	4%
Clinton	18%	25%	26%	8%
W. Bush	6%	-	5%	9%
Obama	29%	65%	35%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Least Favorite President</b>				
Reagan	3%	6%	3%	2%
H.W. Bush	7%	11%	5%	6%
Clinton	21%	1%	17%	32%
W. Bush	43%	78%	60%	17%
Obama	26%	3%	15%	43%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Favorite President</b>					
Reagan	44%	37%	41%	51%	44%
H.W. Bush	3%	4%	2%	3%	5%
Clinton	18%	20%	18%	17%	17%
W. Bush	6%	10%	5%	5%	6%
Obama	29%	30%	34%	24%	29%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Least Favorite President</b>					
Reagan	3%	5%	4%	2%	2%
H.W. Bush	6%	6%	3%	8%	8%
Clinton	21%	17%	19%	22%	24%
W. Bush	43%	49%	50%	37%	39%
Obama	26%	23%	24%	30%	26%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Favorite President</b>			
<b>Reagan</b>	44%	40%	48%
<b>H.W. Bush</b>	3%	4%	3%
<b>Clinton</b>	18%	18%	17%
<b>W. Bush</b>	6%	7%	5%
<b>Obama</b>	29%	31%	27%

	Base	Gender	
		Woman	Man
<b>Least Favorite President</b>			
<b>Reagan</b>	3%	3%	3%
<b>H.W. Bush</b>	7%	6%	7%
<b>Clinton</b>	21%	24%	18%
<b>W. Bush</b>	43%	44%	43%
<b>Obama</b>	26%	23%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Favorite President</b>				
<b>Reagan</b>	44%	18%	78%	48%
<b>H.W. Bush</b>	3%	2%	5%	3%
<b>Clinton</b>	18%	27%	1%	25%
<b>W. Bush</b>	6%	2%	13%	4%
<b>Obama</b>	29%	51%	3%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Least Favorite President</b>				
<b>Reagan</b>	3%	5%	1%	3%
<b>H.W. Bush</b>	7%	11%	2%	3%
<b>Clinton</b>	21%	9%	41%	16%
<b>W. Bush</b>	43%	66%	9%	50%
<b>Obama</b>	26%	10%	48%	28%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Favorite President</b>				
Reagan	44%	53%	13%	37%
H.W. Bush	3%	4%	-	-
Clinton	18%	17%	20%	15%
W. Bush	6%	7%	3%	15%
Obama	29%	19%	64%	33%

	Base	Race		
		White	African-American	Other
<b>Least Favorite President</b>				
Reagan	3%	2%	8%	3%
H.W. Bush	7%	4%	15%	-
Clinton	21%	26%	5%	16%
W. Bush	43%	37%	60%	56%
Obama	26%	30%	11%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite President</b>					
Reagan	44%	31%	39%	46%	52%
H.W. Bush	3%	3%	1%	3%	6%
Clinton	18%	31%	18%	16%	13%
W. Bush	6%	13%	7%	4%	6%
Obama	29%	23%	34%	31%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Least Favorite President</b>					
Reagan	3%	8%	5%	2%	3%
H.W. Bush	7%	15%	5%	7%	2%
Clinton	21%	21%	12%	24%	26%
W. Bush	43%	36%	52%	43%	35%
Obama	26%	21%	26%	24%	34%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Favorite President</b>							
<b>Reagan</b>	44%	48%	46%	43%	49%	44%	37%
<b>H.W. Bush</b>	3%	-	3%	5%	4%	6%	1%
<b>Clinton</b>	18%	22%	18%	16%	19%	12%	19%
<b>W. Bush</b>	6%	6%	5%	5%	4%	9%	7%
<b>Obama</b>	29%	24%	29%	30%	24%	29%	36%

	Base	Area Code					
		252	336	704	828	910	919
<b>Least Favorite President</b>							
<b>Reagan</b>	3%	-	4%	3%	1%	7%	4%
<b>H.W. Bush</b>	7%	10%	13%	5%	2%	6%	4%
<b>Clinton</b>	21%	22%	20%	27%	20%	22%	17%
<b>W. Bush</b>	43%	38%	38%	44%	47%	35%	53%
<b>Obama</b>	26%	31%	25%	21%	30%	30%	23%

