

FOR IMMEDIATE RELEASE

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

Perdue Still Stuck in the 20s

Raleigh, N.C. – For the third month in a row Public Policy Polling finds Bev Perdue’s approval rating in the 20s. This month’s breakdown is 26% approving to 54% disapproving.

Perdue’s biggest issue continues to be her lack of popularity within her own party. Only 40% of Democrats think she’s doing a good job, with 34% disapproving. She gets 22% approval from independents and 8% from Republicans.

37% of voters who disapprove of Perdue said that her raising taxes was the primary reason for their feelings toward her. A lot of respondents also named general leadership traits, with 19% of them saying they gave her bad marks because she’s indecisive and 17% saying it’s because she’s not trustworthy. Her cutting teacher and state employee pay earlier this year was also cited by 17% of voters disapproving of her.

Perdue’s unpopularity may have implications for candidates in the 2010 election. Despite a strong run of success for Democrats in recent legislative elections, Republicans have inched ahead on the generic legislative ballot in the state, leading 43-42.

“Bev Perdue’s approval rating has entered into a holding pattern over the last three months,” said Dean Debnam, President of Public Policy Polling. “The legislative session was a difficult time for her but now she has a chance to spend more time focusing on her campaign goals. She needs to take that opportunity to improve her popularity or else she could prove to be a drag on Democratic candidates in the state next year.”

Independents plan to vote Republican by a 37-29 spread. 88% of Republicans say they’ll vote for their party’s candidates while only 76% of Democrats say the same of theirs.

PPP surveyed 600 North Carolina voters from September 2nd to 8th. The survey’s margin of error is +/-4.0%. 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.



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..... 26% *Not Sure*..... 21%
Disapprove..... 54%

Q2 Some of the reasons voters have given for disapproving of Governor Perdue are that she raised taxes, that she's indecisive and hasn't shown strong leadership, that she doesn't take progressive stands on issues, that she has not been visible enough, that she cut teacher and state employee pay, and that she's generally not trustworthy. Which of these best describes why you disapprove of her job performance? If it's because she's raised taxes, press 1. If it's because she's indecisive and hasn't shown strong leadership, press 2. If it's because she doesn't take progressive stands on issues, press 3. If it's because she has not been visible enough, press 4. If it's because she cut teacher and state employee pay, press 5. If it's because she's generally not trustworthy, press 6. If something else, press 7.

Raised Taxes.....37% *Cut Teacher and State Employee Pay*17%
Indecisive.....19% *Lack of Progressive Stances*..... 4% *Generally Not Trustworthy*.....17%
Lack of Visibility 1% *Something Else*..... 6%

Q3 Do you approve or disapprove of the leadership Governor Perdue has provided on education? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 26%
Disapprove..... 49%
Not Sure..... 25%

Q4 Do you approve or disapprove of the leadership Governor Perdue has provided on health care? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve..... 20% *Not Sure*..... 30%
Disapprove..... 50%

Q5 Governor Perdue says that education and economic development should be protected from additional budget cuts. Do you think that care for our youngest children and their teachers should be protected for these same reasons? If yes, press 1. If no, press 2.

Yes 76%
No..... 24%

Q6 If there was an election for the state legislature today, would you vote Democratic or Republican? If Democratic, press 1. If Republican, press 2. If you're undecided, press 3.

Democratic..... 42%
Republican..... 43%
Undecided..... 14%

Q7 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..... 39%
Conservative..... 43%





Q8 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.

<i>War in Iraq</i>	6%
<i>Education</i>	11%
<i>Economy and Jobs</i>	40%
<i>Taxes</i>	7%
<i>Moral and family values</i>	13%
<i>Health care</i>	15%
<i>Immigration</i>	4%
<i>Other</i>	3%

Q9 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>	16%
<i>Suburban</i>	28%
<i>Rural</i>	26%
<i>Small Town</i>	30%

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

<i>Woman</i>	55%
<i>Man</i>	45%

Q11 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>	46%
<i>Republican</i>	35%
<i>Independent/Other</i>	20%

Q12 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	78%
<i>African-American</i>	19%
<i>Other</i>	3%

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>	16%
<i>30 to 45</i>	26%
<i>46 to 65</i>	38%
<i>Older than 65</i>	20%

Q14

<i>252</i>	13%
<i>336</i>	19%
<i>704</i>	24%
<i>828</i>	14%
<i>910</i>	13%
<i>919</i>	18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	26%	45%	32%	12%
Disapprove	54%	26%	51%	68%
Not Sure	21%	29%	17%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Reason for Perdue Disapproval				
Raised Taxes	37%	21%	39%	38%
Indecisive	19%	11%	21%	18%
Lack of Progressive Stances	4%	3%	3%	5%
Lack of Visibility	1%	3%	1%	0%
Cut Teacher and State Employee Pay	17%	33%	15%	15%
Generally Not Trustworthy	17%	13%	14%	19%
Something Else	6%	16%	7%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Education Leadership				
Approve	26%	44%	32%	14%
Disapprove	49%	22%	45%	64%
Not Sure	25%	33%	24%	22%

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Health Care Leadership				
Approve	20%	38%	26%	8%
Disapprove	50%	30%	39%	68%
Not Sure	30%	32%	35%	24%





Crosstabs

		Base	Ideology		
			Liberal	Moderate	Conservative
Early Childhood Funding					
	Yes	76%	94%	76%	69%
	No	24%	6%	24%	31%

		Base	Ideology		
			Liberal	Moderate	Conservative
Generic Legislative Ballot					
	Democratic	42%	88%	46%	20%
	Republican	43%	7%	36%	66%
	Undecided	14%	6%	19%	14%

		Base	Community Type			
			Urban	Suburban	Rural	Small Town
Perdue Approval						
	Approve	26%	42%	28%	14%	26%
	Disapprove	54%	41%	47%	61%	60%
	Not Sure	21%	17%	25%	25%	15%

		Base	Community Type			
			Urban	Suburban	Rural	Small Town
Reason for Perdue Disapproval						
	Raised Taxes	37%	30%	37%	43%	34%
	Indecisive	19%	10%	18%	18%	23%
	Lack of Progressive Stances	4%	12%	2%	2%	5%
	Lack of Visibility	1%	2%	1%	-	1%
	Cut Teacher and State Employee Pay	17%	13%	18%	17%	16%
	Generally Not Trustworthy	17%	22%	18%	16%	15%
	Something Else	6%	12%	5%	5%	5%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Education Leadership					
Approve	26%	43%	28%	18%	24%
Disapprove	49%	40%	43%	58%	51%
Not Sure	25%	17%	28%	25%	25%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Perdue Health Care Leadership					
Approve	20%	36%	23%	11%	19%
Disapprove	50%	39%	42%	58%	55%
Not Sure	30%	25%	35%	31%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Early Childhood Funding					
Yes	76%	84%	76%	74%	74%
No	24%	16%	24%	26%	26%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Legislative Ballot					
Democratic	42%	60%	47%	30%	40%
Republican	43%	30%	43%	53%	42%
Undecided	14%	9%	11%	17%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	26%	27%	25%
Disapprove	54%	48%	60%
Not Sure	21%	25%	15%

	Base	Gender	
		Woman	Man
Reason for Perdue Disapproval			
Raised Taxes	37%	33%	40%
Indecisive	19%	17%	20%
Lack of Progressive Stances	4%	4%	4%
Lack of Visibility	1%	2%	-
Cut Teacher and State Employee Pay	17%	21%	12%
Generally Not Trustworthy	17%	15%	19%
Something Else	6%	7%	5%

	Base	Gender	
		Woman	Man
Perdue Education Leadership			
Approve	26%	28%	24%
Disapprove	49%	44%	55%
Not Sure	25%	29%	20%

	Base	Gender	
		Woman	Man
Perdue Health Care Leadership			
Approve	20%	21%	20%
Disapprove	50%	46%	54%
Not Sure	30%	33%	26%





Crosstabs

	Base	Gender	
		Woman	Man
Early Childhood Funding			
Yes	76%	81%	70%
No	24%	19%	30%

	Base	Gender	
		Woman	Man
Generic Legislative Ballot			
Democratic	42%	47%	37%
Republican	43%	37%	51%
Undecided	14%	16%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	26%	40%	8%	22%
Disapprove	54%	34%	77%	60%
Not Sure	21%	26%	15%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Reason for Perdue Disapproval				
Raised Taxes	37%	30%	38%	43%
Indecisive	19%	17%	22%	11%
Lack of Progressive Stances	4%	5%	4%	3%
Lack of Visibility	1%	3%	1%	-
Cut Teacher and State Employee Pay	17%	25%	12%	16%
Generally Not Trustworthy	17%	9%	21%	19%
Something Else	6%	11%	3%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Education Leadership				
Approve	26%	40%	11%	20%
Disapprove	49%	33%	69%	50%
Not Sure	25%	27%	19%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Health Care Leadership				
Approve	20%	32%	8%	15%
Disapprove	50%	32%	71%	53%
Not Sure	30%	36%	21%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
Early Childhood Funding				
Yes	76%	83%	71%	69%
No	24%	17%	29%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Legislative Ballot				
Democratic	42%	76%	6%	29%
Republican	43%	12%	88%	37%
Undecided	14%	12%	7%	34%





Crosstabs

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	26%	22%	42%	21%
Disapprove	54%	59%	33%	36%
Not Sure	21%	19%	25%	43%

	Base	Race		
		White	African-American	Other
Reason for Perdue Disapproval				
Raised Taxes	37%	37%	34%	54%
Indecisive	19%	19%	17%	-
Lack of Progressive Stances	4%	4%	9%	-
Lack of Visibility	1%	1%	2%	-
Cut Teacher and State Employee Pay	17%	16%	23%	24%
Generally Not Trustworthy	17%	18%	10%	-
Something Else	6%	6%	6%	22%

	Base	Race		
		White	African-American	Other
Perdue Education Leadership				
Approve	26%	22%	44%	28%
Disapprove	49%	54%	30%	36%
Not Sure	25%	24%	26%	36%

	Base	Race		
		White	African-American	Other
Perdue Health Care Leadership				
Approve	20%	15%	45%	8%
Disapprove	50%	57%	23%	31%
Not Sure	30%	28%	33%	61%





Crosstabs

	Base	Race		
		White	African-American	Other
Early Childhood Funding				
Yes	76%	73%	95%	43%
No	24%	27%	5%	57%

	Base	Race		
		White	African-American	Other
Generic Legislative Ballot				
Democratic	42%	33%	83%	35%
Republican	43%	52%	8%	31%
Undecided	14%	15%	9%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	26%	24%	22%	31%	23%
Disapprove	54%	44%	58%	54%	54%
Not Sure	21%	32%	20%	15%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Reason for Perdue Disapproval					
Raised Taxes	37%	40%	27%	36%	50%
Indecisive	19%	20%	20%	15%	21%
Lack of Progressive Stances	4%	-	5%	6%	3%
Lack of Visibility	1%	-	-	2%	1%
Cut Teacher and State Employee Pay	17%	13%	19%	17%	14%
Generally Not Trustworthy	17%	27%	17%	18%	8%
Something Else	6%	-	12%	6%	3%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Education Leadership					
Approve	26%	29%	19%	30%	26%
Disapprove	49%	38%	53%	50%	51%
Not Sure	25%	32%	28%	20%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Health Care Leadership					
Approve	20%	24%	18%	21%	20%
Disapprove	50%	47%	52%	47%	54%
Not Sure	30%	29%	30%	32%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Early Childhood Funding					
Yes	76%	81%	82%	74%	69%
No	24%	19%	18%	26%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Legislative Ballot					
Democratic	42%	56%	37%	43%	37%
Republican	43%	35%	51%	39%	46%
Undecided	14%	9%	12%	17%	16%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Perdue Approval							
Approve	26%	25%	20%	23%	23%	34%	32%
Disapprove	54%	50%	55%	60%	62%	46%	46%
Not Sure	21%	25%	25%	17%	15%	19%	22%

	Base	Area Code					
		252	336	704	828	910	919
Reason for Perdue Disapproval							
Raised Taxes	37%	37%	33%	37%	37%	32%	44%
Indecisive	19%	17%	22%	16%	22%	18%	16%
Lack of Progressive Stances	4%	-	2%	3%	3%	9%	9%
Lack of Visibility	1%	2%	-	3%	-	-	-
Cut Teacher and State Employee Pay	17%	18%	21%	12%	18%	15%	16%
Generally Not Trustworthy	17%	15%	13%	21%	18%	21%	11%
Something Else	6%	10%	8%	8%	2%	4%	3%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Education Leadership							
Approve	26%	22%	20%	28%	20%	38%	30%
Disapprove	49%	54%	51%	52%	51%	42%	42%
Not Sure	25%	24%	30%	20%	28%	19%	28%

	Base	Area Code					
		252	336	704	828	910	919
Perdue Health Care Leadership							
Approve	20%	18%	19%	18%	14%	33%	23%
Disapprove	50%	53%	46%	54%	61%	42%	43%
Not Sure	30%	30%	35%	28%	24%	26%	34%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Early Childhood Funding							
Yes	76%	74%	77%	77%	78%	74%	76%
No	24%	26%	23%	23%	22%	26%	24%

	Base	Area Code					
		252	336	704	828	910	919
Generic Legislative Ballot							
Democratic	42%	49%	41%	43%	36%	41%	44%
Republican	43%	39%	45%	45%	45%	43%	41%
Undecided	14%	12%	14%	12%	19%	16%	15%

