

Carolina Poll Says:

Reagan Approval Rating Steady Among North Carolinians

By Bryan Gupton
Special To The Post
CHAPEL HILL - Ronald Reagan's approval rating by North Carolinians, as reported in the Carolina Poll, has held steady since last spring, when a similar statewide survey found a sharp drop in support for the president.

Forty-six percent of the 584 adults polled in early October said Reagan was doing either an excellent job or a pretty good job in office. Another 32 percent rated the president's performance as fair, and 20 percent called it poor.

The number giving Reagan high ratings - excellent or pretty good - was down only two percent from a March Carolina Poll, a change not considered significant.

But the president's current approval rating is 20 percentage points below what was found in a poll taken in October 1981.

The Carolina Poll was conducted by the School of Journalism at the University of North Carolina at Chapel Hill and the UNC Center for Public Television. Persons contacted in the random telephone survey were asked: "How would you rate the job Ronald Reagan has done as president - excellent, pretty good, fair or poor?"

The margin of error for the results is four percent, which means that 95 percent of the time the results should differ by no more than four percentage points from what would have been obtained if every telephone number in the state had been dialed.

Reagan's approval rating in the Carolina Poll was consistent with a Louis Harris poll conducted in September that showed 47 percent of a national sample rating the president's performance as pretty good or better. That was up slightly from a Harris poll conducted in February, which found a 44 percent approval rating.

In North Carolina, Reagan got high ratings from Republicans, college graduates, professionals and those who make more than \$20,000 a year. His performance was viewed less

positively by blacks, women, low-income families, older or retired persons and those from the mountains.

He is strongest among Republicans, 72 percent of whom approved of the job Reagan is doing. Only 31 percent of the Democrats agreed.

Reagan also is strong among college graduates, 58 percent of whom gave him high marks. Only 40 percent of those with less than a high school education did so.

Fifty-six percent of those in professional or technical occupations said they approved of the job the president is doing, as did 57 percent of those whose total family incomes top \$20,000 a year. Only 35 percent of those who make less than \$10,000 a year approved.

The president's rating

was very low among blacks, with only 23 percent saying he was doing either an excellent or a good job. On the other hand, 51 percent of the whites surveyed gave him high marks.

Forty-two percent of the women polled approved of the president's job performance, compared to 52 percent of the men.

Reagan, who is the oldest man ever elected president, got a low approval rating from older North Carolinians. Only 38 percent of those age 57 or older and 34 percent of those who are retired approved of the job he is doing. Among age groups, the president's highest marks (50 percent)

came from those between 18 and 29.

In the mountains, where Republican candidates traditionally have done well,

Reagan got an approval rating of only 35 percent, compared to 48 percent for the Piedmont and Coastal Plain.

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