

FOR IMMEDIATE RELEASE

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Burr's position improves even as popularity doesn't

Raleigh, N.C. – Richard Burr's approval rating is lower than it was a month ago. But his lead over potential Democratic opponents has simultaneously expanded. Such is the current political climate in which voters don't like Republicans, but like Democrats even less.

Burr's approval rating this month is 36%, with 35% of voters in the state disapproving. Last month the spread was 38/32. 59% of Republicans, 36% of independents, and 15% of Democrats give him good reviews.

Despite his declining popularity Burr's lead against a generic Democratic candidate has climbed from seven points a month ago to now eleven, 45-34. He leads 44-24 among independents and takes 15% of the Democratic vote while losing only 6% of the Republican vote.

Tested against some specific potential challengers Burr leads Bob Etheridge 44-33, Elaine Marshall 44-32, Dennis Wicker and Kenneth Lewis 44-30, Kevin Foy 45-29, and Cal Cunningham 46-27. Part of the reason for Burr's early leads is that there are about twice as many undecided Democrats as Republicans in each contest, but it's also a function of Burr holding a 20 point advantage among independents in every match.

"Richard Burr is in a much better position for reelection than he was four months ago even though there's been little improvement in his approval rating," said Dean Debnam, President of Public Policy Polling. "The winds are blowing in a Republican direction and carrying him right along. We are seeing this trend nationwide. People don't like incumbent Republicans or Democrats, but they like their potential challengers even less."

PPP surveyed 683 North Carolina voters from October 2nd to 4th. The survey's margin of error is +/-3.8%. 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.

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North Carolina Survey Results

Q1 Do you approve or disapprove of Republican Senator Richard Burr's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 36%
Disapprove..... 35%
Not Sure..... 29%

Q2 Generally speaking, next year would you vote to reelect Republican Richard Burr or vote for his Democratic opponent? If you would vote for Burr, press 1. If you would vote for his Democratic opponent, press 2. If you're not sure, press 3.

Burr..... 45%
Democrat..... 34%
Not Sure..... 22%

Q3 If the candidates for US Senate next year were Democrat Cal Cunningham and Republican Richard Burr, who would you vote for? If Cal Cunningham, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Cunningham 27%
Burr..... 46%
Undecided..... 27%

Q4 If the candidates for US Senate next year were Democrat Bob Etheridge and Republican Richard Burr, who would you vote for? If Bob Etheridge, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Etheridge 33%
Burr..... 44%
Undecided..... 23%

Q5 If the candidates for US Senate next year were Democrat Kevin Foy and Republican Richard Burr, who would you vote for? If Kevin Foy, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Foy..... 29%
Burr..... 45%
Undecided..... 26%

Q6 If the candidates for US Senate next year were Democrat Kenneth Lewis and Republican Richard Burr, who would you vote for? If Kenneth Lewis, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Lewis 30%
Burr..... 44%
Undecided..... 26%

Q7 If the candidates for US Senate next year were Democrat Elaine Marshall and Republican Richard Burr, who would you vote for? If Elaine Marshall, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Marshall..... 32%
Burr..... 44%
Undecided..... 24%

Q8 If the candidates for US Senate next year were Democrat Dennis Wicker and Republican Richard Burr, who would you vote for? If Dennis Wicker, press 1. If Richard Burr, press 2. If you're undecided, press 3.

Wicker..... 30%
Burr..... 44%
Undecided..... 26%





Q9 When you watch cable news do you prefer CNN, Fox News, or MSNBC? If CNN, press 1. If Fox News, press 2. If MSNBC, press 3. If you never watch cable news, press 4.

<i>CNN</i>	31%
<i>Fox News</i>	49%
<i>MSNBC</i>	13%
<i>Never watch cable</i>	7%

Q10 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>	37%
<i>Conservative</i>	47%

Q11 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>	13%
<i>Suburban</i>	24%
<i>Rural</i>	33%
<i>Small Town</i>	30%

Q12 If you are a woman, press 1, if a man, press 2.

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

Q13 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>	43%
<i>Republican</i>	37%
<i>Independent/Other</i>	20%

Q14 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	77%
<i>African-American</i>	20%
<i>Other</i>	3%

Q15 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>	22%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%

Q16

<i>252</i>	14%
<i>336</i>	23%
<i>704</i>	18%
<i>828</i>	15%
<i>910</i>	15%
<i>919</i>	15%





Crosstabs

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Burr Approval					
Approve	36%	19%	54%	10%	25%
Disapprove	35%	48%	20%	61%	38%
Not Sure	29%	33%	25%	29%	37%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Generic Ballot					
Burr	45%	16%	73%	10%	35%
Democrat	34%	57%	11%	65%	35%
Not Sure	21%	27%	16%	25%	29%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Cunningham/Burr					
Cunningham	27%	44%	8%	57%	22%
Burr	47%	20%	73%	11%	40%
Undecided	27%	36%	18%	32%	38%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Etheridge/Burr					
Etheridge	33%	55%	10%	62%	37%
Burr	44%	17%	71%	11%	36%
Undecided	23%	28%	18%	27%	27%





Crosstabs

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Foy/Burr					
Foy	29%	48%	9%	56%	31%
Burr	45%	17%	73%	12%	36%
Undecided	26%	35%	18%	32%	33%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Lewis/Burr					
Lewis	30%	50%	10%	59%	31%
Burr	44%	15%	73%	11%	36%
Undecided	26%	35%	18%	30%	33%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Marshall/Burr					
Marshall	32%	48%	13%	62%	36%
Burr	44%	19%	70%	10%	30%
Undecided	24%	33%	17%	28%	33%

	Base	Cable News Preference			
		CNN	Fox News	MSNBC	Never watch cable
Wicker/Burr					
Wicker	30%	48%	11%	59%	31%
Burr	44%	16%	72%	12%	33%
Undecided	26%	35%	18%	29%	37%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	36%	9%	27%	51%
Disapprove	35%	60%	38%	25%
Not Sure	29%	30%	35%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Ballot				
Burr	45%	10%	28%	69%
Democrat	34%	75%	40%	16%
Not Sure	22%	16%	32%	15%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham/Burr				
Cunningham	27%	54%	34%	12%
Burr	46%	10%	31%	70%
Undecided	27%	36%	35%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
Etheridge/Burr				
Etheridge	33%	73%	38%	15%
Burr	44%	8%	30%	68%
Undecided	23%	19%	32%	18%





Crosstabs

		Ideology			
		Base	Liberal	Moderate	Conservative
Foy/Burr					
	Foy	29%	68%	34%	12%
	Burr	45%	7%	30%	69%
	Undecided	26%	26%	36%	19%

		Ideology			
		Base	Liberal	Moderate	Conservative
Lewis/Burr					
	Lewis	30%	68%	35%	13%
	Burr	44%	5%	30%	68%
	Undecided	26%	26%	34%	19%

		Ideology			
		Base	Liberal	Moderate	Conservative
Marshall/Burr					
	Marshall	32%	68%	39%	15%
	Burr	44%	9%	28%	67%
	Undecided	24%	23%	33%	18%

		Ideology			
		Base	Liberal	Moderate	Conservative
Wicker/Burr					
	Wicker	30%	69%	35%	13%
	Burr	44%	7%	29%	68%
	Undecided	26%	25%	35%	19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	36%	32%	29%	43%	35%
Disapprove	35%	43%	39%	32%	32%
Not Sure	29%	25%	33%	24%	33%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Ballot					
Burr	45%	34%	38%	55%	43%
Democrat	34%	43%	37%	29%	33%
Not Sure	22%	23%	25%	16%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham/Burr					
Cunningham	27%	30%	32%	22%	26%
Burr	46%	35%	39%	56%	47%
Undecided	27%	35%	29%	22%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Etheridge/Burr					
Etheridge	33%	39%	35%	30%	31%
Burr	44%	32%	38%	55%	43%
Undecided	23%	29%	27%	15%	26%





Crosstabs

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
Foy/Burr						
	Foy	29%	36%	31%	25%	28%
	Burr	45%	30%	39%	57%	44%
	Undecided	26%	34%	30%	18%	28%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
Lewis/Burr						
	Lewis	30%	35%	32%	26%	30%
	Burr	44%	31%	40%	55%	42%
	Undecided	26%	35%	28%	19%	28%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
Marshall/Burr						
	Marshall	32%	34%	36%	32%	28%
	Burr	44%	32%	39%	51%	44%
	Undecided	24%	34%	25%	17%	29%

		Community Type				
		Base	Urban	Suburban	Rural	Small Town
Wicker/Burr						
	Wicker	30%	36%	33%	27%	28%
	Burr	44%	30%	39%	55%	43%
	Undecided	26%	34%	29%	18%	29%





Crosstabs

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	36%	27%	45%
Disapprove	35%	35%	35%
Not Sure	29%	38%	20%

	Base	Gender	
		Woman	Man
Generic Ballot			
Burr	45%	36%	54%
Democrat	34%	37%	30%
Not Sure	22%	27%	15%

	Base	Gender	
		Woman	Man
Cunningham/Burr			
Cunningham	27%	30%	22%
Burr	46%	37%	57%
Undecided	27%	33%	20%

	Base	Gender	
		Woman	Man
Etheridge/Burr			
Etheridge	33%	36%	28%
Burr	44%	34%	56%
Undecided	23%	30%	16%





Crosstabs

		Base	Gender	
			Woman	Man
Foy/Burr				
	Foy	29%	32%	25%
	Burr	45%	35%	57%
	Undecided	26%	33%	19%

		Base	Gender	
			Woman	Man
Lewis/Burr				
	Lewis	30%	35%	25%
	Burr	44%	34%	56%
	Undecided	26%	32%	19%

		Base	Gender	
			Woman	Man
Marshall/Burr				
	Marshall	32%	36%	28%
	Burr	44%	34%	55%
	Undecided	24%	30%	18%

		Base	Gender	
			Woman	Man
Wicker/Burr				
	Wicker	30%	34%	26%
	Burr	44%	33%	56%
	Undecided	26%	33%	18%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	36%	15%	59%	36%
Disapprove	35%	50%	16%	39%
Not Sure	29%	34%	25%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Ballot				
Burr	45%	15%	80%	44%
Democrat	34%	62%	6%	24%
Not Sure	22%	23%	14%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham/Burr				
Cunningham	27%	47%	5%	22%
Burr	46%	16%	81%	47%
Undecided	27%	36%	14%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Etheridge/Burr				
Etheridge	33%	59%	6%	23%
Burr	44%	14%	78%	47%
Undecided	23%	26%	16%	30%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Foy/Burr				
Foy	29%	55%	3%	19%
Burr	45%	13%	81%	46%
Undecided	26%	32%	15%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Lewis/Burr				
Lewis	30%	56%	5%	21%
Burr	44%	13%	80%	44%
Undecided	26%	31%	15%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall/Burr				
Marshall	32%	58%	8%	21%
Burr	44%	14%	78%	44%
Undecided	24%	28%	14%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Wicker/Burr				
Wicker	30%	57%	5%	18%
Burr	44%	14%	79%	44%
Undecided	26%	29%	16%	38%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	36%	42%	13%	21%
Disapprove	35%	32%	46%	40%
Not Sure	29%	26%	41%	39%

	Base	Race		
		White	African-American	Other
Generic Ballot				
Burr	45%	53%	12%	41%
Democrat	34%	26%	64%	26%
Not Sure	22%	21%	24%	33%

	Base	Race		
		White	African-American	Other
Cunningham/Burr				
Cunningham	27%	20%	51%	21%
Burr	46%	55%	14%	36%
Undecided	27%	24%	35%	42%

	Base	Race		
		White	African-American	Other
Etheridge/Burr				
Etheridge	33%	25%	61%	27%
Burr	44%	53%	11%	36%
Undecided	23%	21%	28%	36%





Crosstabs

		Race			
		Base	White	African-American	Other
Foy/Burr					
	Foy	29%	22%	57%	23%
	Burr	45%	54%	10%	36%
	Undecided	26%	24%	33%	41%

		Race			
		Base	White	African-American	Other
Lewis/Burr					
	Lewis	30%	23%	56%	21%
	Burr	44%	54%	10%	33%
	Undecided	26%	23%	34%	45%

		Race			
		Base	White	African-American	Other
Marshall/Burr					
	Marshall	32%	26%	58%	23%
	Burr	44%	52%	13%	36%
	Undecided	24%	23%	29%	41%

		Race			
		Base	White	African-American	Other
Wicker/Burr					
	Wicker	30%	23%	60%	18%
	Burr	44%	53%	12%	36%
	Undecided	26%	25%	28%	45%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	36%	40%	31%	34%	42%
Disapprove	35%	29%	37%	40%	29%
Not Sure	29%	31%	32%	27%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Ballot					
Burr	45%	42%	43%	41%	56%
Democrat	34%	23%	35%	40%	28%
Not Sure	22%	35%	22%	19%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham/Burr					
Cunningham	27%	19%	28%	31%	21%
Burr	46%	42%	50%	43%	54%
Undecided	27%	40%	22%	26%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Etheridge/Burr					
Etheridge	33%	28%	31%	38%	26%
Burr	44%	42%	46%	41%	52%
Undecided	23%	30%	23%	21%	22%





Crosstabs

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Foy/Burr		Base				
	Foy	29%	28%	30%	31%	22%
	Burr	45%	40%	46%	42%	53%
	Undecided	26%	33%	23%	26%	25%

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Lewis/Burr		Base				
	Lewis	30%	30%	30%	33%	23%
	Burr	44%	37%	48%	42%	52%
	Undecided	26%	33%	23%	25%	25%

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Marshall/Burr		Base				
	Marshall	32%	28%	34%	37%	22%
	Burr	44%	42%	45%	40%	53%
	Undecided	24%	30%	22%	23%	25%

		Age				
		18 to 29	30 to 45	46 to 65	Older than 65	
Wicker/Burr		Base				
	Wicker	30%	30%	28%	34%	23%
	Burr	44%	40%	48%	40%	52%
	Undecided	26%	30%	24%	26%	25%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	36%	35%	46%	36%	33%	31%	30%
Disapprove	35%	26%	31%	36%	38%	34%	47%
Not Sure	29%	39%	23%	29%	28%	35%	23%

	Base	Area Code					
		252	336	704	828	910	919
Generic Ballot							
Burr	45%	45%	54%	44%	43%	45%	32%
Democrat	34%	34%	26%	35%	40%	28%	44%
Not Sure	22%	21%	20%	21%	18%	27%	24%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham/Burr							
Cunningham	27%	28%	17%	30%	29%	21%	37%
Burr	46%	43%	59%	45%	46%	44%	34%
Undecided	27%	29%	23%	25%	25%	34%	28%

	Base	Area Code					
		252	336	704	828	910	919
Etheridge/Burr							
Etheridge	33%	35%	22%	30%	37%	34%	43%
Burr	44%	41%	55%	45%	42%	42%	36%
Undecided	23%	24%	23%	25%	22%	24%	21%





Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
Foy/Burr								
	Foy	29%	31%	20%	26%	32%	28%	41%
	Burr	45%	41%	57%	45%	45%	43%	33%
	Undecided	26%	28%	23%	30%	23%	29%	25%

		Area Code						
		Base	252	336	704	828	910	919
Lewis/Burr								
	Lewis	30%	34%	22%	27%	34%	27%	40%
	Burr	44%	38%	55%	45%	44%	43%	34%
	Undecided	26%	28%	23%	27%	22%	29%	26%

		Area Code						
		Base	252	336	704	828	910	919
Marshall/Burr								
	Marshall	32%	33%	24%	29%	37%	32%	43%
	Burr	44%	40%	56%	44%	42%	41%	34%
	Undecided	24%	27%	20%	28%	21%	28%	23%

		Area Code						
		Base	252	336	704	828	910	919
Wicker/Burr								
	Wicker	30%	32%	23%	27%	35%	27%	40%
	Burr	44%	39%	56%	44%	42%	43%	33%
	Undecided	26%	29%	21%	29%	22%	29%	27%

