

FOR IMMEDIATE RELEASE

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Marshall Closing, But Burr Still Has Healthy Lead

Raleigh, N.C. – Following two debates and the airing of her first TV ads of the general election, PPP finds Democrat Elaine Marshall behind incumbent Republican Senator Richard Burr only 48-40, with Libertarian Michael Beitler's share continuing to fall, now at only 3%. Burr was up 49-36-4 in the previous poll in late September.

Marshall has brought more Democrats who were undecided or had favored Burr back to the fold, now getting 73% of her party's support, up from 65%, and even pulling a few more Republicans, at 6%, up from an almost nonexistent 1% last month. But Burr still has 16% of Democrats, down from 20% in September but still far higher crossover support than most candidates are getting in other races. Combine that with a persistent more-than-two-to-one lead with independents, and Burr is still favored somewhat comfortably.

The main culprit for the tightening of the race is a closure in the enthusiasm gap that, while still favoring Republicans, is now only four points, versus nine, compared to the 2008 presidential vote. Despite her severe monetary disadvantage, Marshall would be down only 46-43 if she and Burr were facing 2008's voter set.

Marshall only went on the air a week ago, but 63% claim to have seen her ads. 75% say that of Burr's spots. Possibly explaining his party unity advantage and huge lead with independents is that far more of both have seen his ads than Marshall's.

Burr's job approval rating had gone up to 47-38 in the previous poll after being in negative territory for much of the summer and spring, but is now back down to 40-42. Marshall, meanwhile, has slightly upped her name recognition and brought her favorability mark to 42-32, up from 37-34.

"The good news for Elaine Marshall is that she's picking up undecided voters and closing the margin against Burr," said Dean Debnam, President of Public Policy Polling. "There's good news for Burr in the poll too though. His support is pretty steady and he's very close to the 50% mark."

PPP surveyed 597 likely North Carolina voters from October 15th to 17th. 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.



North Carolina Survey Results

- Q1** The candidates for US Senate this fall are Republican Richard Burr, Democrat Elaine Marshall, and Libertarian Michael Beitler. If the election was today, who would you vote for?
- Richard Burr*..... 48%
 - Elaine Marshall* 40%
 - Michael Beitler* 3%
 - Undecided*..... 9%
- Q2** Do you approve or disapprove of Republican Senator Richard Burr's job performance?
- Approve* 40%
 - Disapprove*..... 42%
 - Not sure* 18%
- Q3** Do you have a favorable or unfavorable opinion of Elaine Marshall?
- Favorable*..... 42%
 - Unfavorable* 32%
 - Not sure* 26%
- Q4** Do you have a favorable or unfavorable opinion of Michael Beitler?
- Favorable*..... 9%
 - Unfavorable* 29%
 - Not sure* 62%
- Q5** Have you seen television ads for Richard Burr?
- Yes*..... 75%
 - No*..... 18%
 - Not sure* 7%
- Q6** Have you seen television ads for Elaine Marshall?
- Yes*..... 63%
 - No*..... 32%
 - Not sure*..... 6%
- Q7** Do you approve or disapprove of Democratic Senator Kay Hagan's job performance?
- Approve*38% *Not sure*15%
 - Disapprove*.....47%
- Q8** Do you approve or disapprove of President Barack Obama's job performance?
- Approve* 41%
 - Disapprove*..... 54%
 - Not sure* 5%
- Q9** Who did you vote for President in 2008?
- John McCain*..... 50%
 - Barack Obama*..... 46%
 - Someone else/Don't remember* 4%
- Q10** Would you describe yourself as a liberal, moderate, or conservative?
- Liberal*..... 17%
 - Moderate*..... 38%
 - Conservative*..... 45%
- Q11** Would you describe the community you live in as urban, suburban, rural, or a small town?
- Urban*..... 14%
 - Suburban* 29%
 - Rural* 29%
 - Small Town* 28%
- Q12** If you are a woman, press 1. If a man, press 2.
- Woman* 55%
 - Man*..... 45%
- Q13** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat* 46%
 - Republican*..... 37%
 - Independent/Other*..... 17%





Q14 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	77%
<i>African-American</i>	19%
<i>Other</i>	3%

Q15 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	8%
<i>30 to 45</i>	28%
<i>46 to 65</i>	38%
<i>Older than 65</i>	26%

Q16

252.....	11%
336.....	20%
704.....	19%
828.....	14%
910.....	14%
919.....	22%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr/Marshall/Beitler				
Richard Burr	48%	82%	10%	51%
Elaine Marshall	40%	7%	79%	24%
Michael Beitler	3%	3%	3%	4%
Undecided	9%	9%	9%	21%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	40%	69%	10%	28%
Disapprove	42%	13%	74%	36%
Not sure	18%	18%	15%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	42%	11%	77%	28%
Unfavorable	32%	57%	6%	27%
Not sure	26%	32%	17%	45%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Beitler Favorability				
Favorable	9%	11%	7%	7%
Unfavorable	29%	27%	31%	32%
Not sure	62%	62%	61%	61%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Seen Burr Ads?				
Yes	75%	81%	69%	55%
No	18%	14%	22%	38%
Not sure	7%	5%	9%	7%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Seen Marshall Ads?				
Yes	63%	61%	65%	51%
No	32%	34%	29%	36%
Not sure	6%	5%	7%	13%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hagan Approval				
Approve	38%	9%	72%	20%
Disapprove	47%	81%	10%	36%
Not sure	15%	10%	18%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	41%	4%	83%	21%
Disapprove	54%	93%	10%	60%
Not sure	5%	3%	7%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Marshall/Beitler				
Richard Burr	48%	8%	31%	77%
Elaine Marshall	40%	88%	54%	11%
Michael Beitler	3%	-	5%	2%
Undecided	9%	4%	11%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	40%	8%	27%	64%
Disapprove	42%	83%	53%	17%
Not sure	18%	9%	20%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	42%	85%	56%	14%
Unfavorable	32%	7%	16%	56%
Not sure	26%	8%	27%	31%

	Base	Ideology		
		Liberal	Moderate	Conservative
Beitler Favorability				
Favorable	9%	3%	11%	10%
Unfavorable	29%	35%	26%	30%
Not sure	62%	62%	64%	60%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Seen Burr Ads?				
Yes	75%	71%	70%	80%
No	18%	16%	24%	14%
Not sure	7%	13%	6%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Seen Marshall Ads?				
Yes	63%	69%	62%	61%
No	32%	25%	34%	32%
Not sure	6%	6%	5%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	38%	85%	51%	10%
Disapprove	47%	8%	28%	77%
Not sure	15%	8%	21%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	41%	88%	54%	13%
Disapprove	54%	10%	35%	85%
Not sure	5%	2%	11%	2%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Marshall/Beitler					
Richard Burr	48%	37%	48%	54%	46%
Elaine Marshall	40%	56%	39%	34%	39%
Michael Beitler	3%	1%	3%	3%	4%
Undecided	9%	6%	10%	8%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	40%	34%	41%	45%	38%
Disapprove	42%	56%	42%	37%	39%
Not sure	18%	10%	16%	18%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	42%	59%	41%	34%	41%
Unfavorable	32%	22%	37%	37%	29%
Not sure	26%	20%	21%	29%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Beitler Favorability					
Favorable	9%	9%	11%	9%	7%
Unfavorable	29%	29%	26%	33%	29%
Not sure	62%	61%	63%	59%	64%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Seen Burr Ads?					
Yes	75%	80%	77%	73%	72%
No	18%	12%	18%	18%	22%
Not sure	7%	8%	5%	9%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Seen Marshall Ads?					
Yes	63%	65%	63%	65%	58%
No	32%	28%	31%	28%	37%
Not sure	6%	6%	6%	6%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	38%	48%	42%	29%	39%
Disapprove	47%	30%	46%	55%	47%
Not sure	15%	21%	13%	15%	15%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	41%	54%	41%	35%	40%
Disapprove	54%	37%	53%	62%	54%
Not sure	5%	9%	6%	3%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Burr/Marshall/Beitler			
Richard Burr	48%	45%	51%
Elaine Marshall	40%	41%	39%
Michael Beitler	3%	3%	3%
Undecided	9%	12%	6%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	40%	38%	44%
Disapprove	42%	41%	43%
Not sure	18%	21%	13%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	42%	41%	43%
Unfavorable	32%	30%	35%
Not sure	26%	29%	22%

	Base	Gender	
		Woman	Man
Beitler Favorability			
Favorable	9%	9%	9%
Unfavorable	29%	24%	36%
Not sure	62%	67%	55%





Crosstabs

	Base	Gender	
		Woman	Man
Seen Burr Ads?			
Yes	75%	73%	76%
No	18%	19%	17%
Not sure	7%	7%	6%

	Base	Gender	
		Woman	Man
Seen Marshall Ads?			
Yes	63%	64%	61%
No	32%	30%	33%
Not sure	6%	6%	6%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	38%	38%	39%
Disapprove	47%	41%	54%
Not sure	15%	22%	7%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	41%	43%	38%
Disapprove	54%	50%	58%
Not sure	5%	7%	4%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Marshall/Beitler				
Richard Burr	48%	16%	86%	52%
Elaine Marshall	40%	73%	6%	24%
Michael Beitler	3%	2%	2%	7%
Undecided	9%	9%	6%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	40%	14%	72%	43%
Disapprove	42%	69%	12%	34%
Not sure	18%	17%	16%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	42%	71%	11%	29%
Unfavorable	32%	11%	60%	31%
Not sure	26%	19%	28%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Beitler Favorability				
Favorable	9%	7%	9%	15%
Unfavorable	29%	32%	30%	19%
Not sure	62%	61%	61%	66%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Seen Burr Ads?				
Yes	75%	72%	80%	71%
No	18%	20%	16%	21%
Not sure	7%	8%	5%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Seen Marshall Ads?				
Yes	63%	69%	60%	50%
No	32%	25%	35%	42%
Not sure	6%	6%	5%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	38%	66%	6%	30%
Disapprove	47%	16%	82%	54%
Not sure	15%	18%	12%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	41%	74%	7%	24%
Disapprove	54%	19%	91%	67%
Not sure	5%	7%	2%	8%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr/Marshall/Beitler				
Richard Burr	48%	57%	11%	53%
Elaine Marshall	40%	31%	77%	31%
Michael Beitler	3%	4%	1%	-
Undecided	9%	8%	11%	16%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	40%	48%	14%	26%
Disapprove	42%	35%	69%	47%
Not sure	18%	17%	18%	27%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	42%	34%	75%	45%
Unfavorable	32%	38%	9%	29%
Not sure	26%	28%	16%	26%

	Base	Race		
		White	African-American	Other
Beitler Favorability				
Favorable	9%	10%	5%	20%
Unfavorable	29%	29%	34%	22%
Not sure	62%	62%	61%	58%





Crosstabs

	Base	Race		
		White	African-American	Other
Seen Burr Ads?				
Yes	75%	76%	67%	87%
No	18%	18%	22%	9%
Not sure	7%	6%	11%	4%

	Base	Race		
		White	African-American	Other
Seen Marshall Ads?				
Yes	63%	60%	72%	60%
No	32%	34%	22%	29%
Not sure	6%	6%	6%	11%

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	38%	32%	62%	41%
Disapprove	47%	54%	17%	41%
Not sure	15%	13%	22%	18%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	41%	29%	88%	40%
Disapprove	54%	64%	9%	60%
Not sure	5%	6%	2%	-





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Marshall/Beitler					
Richard Burr	48%	38%	49%	45%	54%
Elaine Marshall	40%	57%	37%	41%	37%
Michael Beitler	3%	-	6%	2%	1%
Undecided	9%	5%	8%	11%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	40%	38%	38%	40%	45%
Disapprove	42%	48%	43%	42%	38%
Not sure	18%	14%	19%	18%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	42%	52%	42%	42%	38%
Unfavorable	32%	29%	30%	31%	37%
Not sure	26%	19%	28%	26%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beitler Favorability					
Favorable	9%	14%	9%	9%	8%
Unfavorable	29%	43%	29%	29%	26%
Not sure	62%	43%	61%	62%	66%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Seen Burr Ads?					
Yes	75%	62%	67%	79%	80%
No	18%	19%	31%	14%	11%
Not sure	7%	19%	1%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Seen Marshall Ads?					
Yes	63%	57%	50%	69%	68%
No	32%	33%	49%	24%	23%
Not sure	6%	10%	1%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	38%	52%	40%	36%	36%
Disapprove	47%	33%	43%	48%	53%
Not sure	15%	14%	17%	16%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	41%	57%	42%	42%	34%
Disapprove	54%	38%	50%	54%	61%
Not sure	5%	5%	8%	4%	5%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr/Marshall/Beitler							
Richard Burr	48%	40%	55%	50%	50%	38%	47%
Elaine Marshall	40%	41%	35%	34%	36%	54%	43%
Michael Beitler	3%	6%	3%	3%	3%	-	3%
Undecided	9%	13%	7%	13%	10%	8%	7%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	40%	44%	42%	42%	44%	28%	41%
Disapprove	42%	33%	41%	38%	42%	51%	45%
Not sure	18%	23%	17%	20%	14%	21%	14%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	42%	45%	35%	37%	40%	51%	47%
Unfavorable	32%	26%	43%	37%	31%	20%	31%
Not sure	26%	29%	23%	26%	29%	29%	23%

	Base	Area Code					
		252	336	704	828	910	919
Beitler Favorability							
Favorable	9%	7%	8%	13%	11%	6%	9%
Unfavorable	29%	39%	28%	24%	28%	34%	28%
Not sure	62%	53%	64%	63%	61%	60%	64%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Seen Burr Ads?							
Yes	75%	61%	77%	80%	67%	75%	80%
No	18%	29%	19%	14%	23%	18%	13%
Not sure	7%	11%	4%	6%	10%	6%	7%

	Base	Area Code					
		252	336	704	828	910	919
Seen Marshall Ads?							
Yes	63%	76%	65%	62%	53%	64%	59%
No	32%	20%	27%	29%	43%	32%	35%
Not sure	6%	3%	8%	9%	4%	4%	6%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	38%	38%	34%	33%	37%	43%	44%
Disapprove	47%	43%	54%	47%	51%	38%	44%
Not sure	15%	18%	12%	19%	12%	19%	12%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	41%	47%	33%	38%	36%	50%	45%
Disapprove	54%	49%	64%	56%	59%	45%	46%
Not sure	5%	4%	3%	5%	5%	5%	9%

