



FOR IMMEDIATE RELEASE

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Burr leads by 12 on final poll

Raleigh, N.C. – Richard Burr leads Elaine Marshall 52-40 on PPP's final poll for the North Carolina Senate election. Burr is winning with independents and getting 22% of the Democratic vote while only 6% of Republicans are crossing over to vote for Marshall.

Burr significantly improved his image with North Carolina voters during the last two months of the campaign after launching heavy television advertising. For most of the year his approval numbers were mired in the 30s but now 45% of voters say they approve of the job he's doing to 39% who disapprove, solid numbers for a Senator in this political climate.

Marshall's personal favorability numbers are pretty good as well, with 40% of voters seeing her positively to 35% with a negative opinion. The greatest difficulty for Marshall's campaign has been the specter of Barack Obama's unpopularity in the state. He has only a 41% approval rating with 55% of voters disapproving of him and there's a near total correlation between how voters feel about Obama and how they're planning to vote in the Senate race. Voters happy with Obama are going with Marshall by an 87-6 margin. Voters unhappy with Obama are going with Burr by an 89-6 margin. It's hard to see how any Democratic nominee would have been able to overcome that in North Carolina this year.

The biggest issue for Democrats in the state beyond Obama this year is turnout. We anticipate that Democrats will have about a 6 point advantage in terms of whom comes out to vote this year, in contrast to their actual 13 point registration advantage in the state. With independents leaning toward the GOP and a good number of conservative Democrats doing so as well this year Democrats need to exceed those turnout projections to avoid heavy losses tomorrow.

“It’s a pretty simple equation for Democratic voters in North Carolina tomorrow,” said Dean Debnam, President of Public Policy Polling. “If they turn out they might be able to save the legislature and their members of Congress. But if they don’t Republicans gains are likely to be significant.”

PPP surveyed 847 likely North Carolina voters from October 29th to 31st. The margin of error for the survey is +/- 3.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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North Carolina Survey Results

Q1 The candidates for US Senate are Republican Richard Burr, Democrat Elaine Marshall, and Libertarian Michael Beitler. If the election was today, who would you vote for?

Richard Burr..... 52%
Elaine Marshall 40%
Michael Beitler 2%
Undecided..... 5%

Q2 Do you approve or disapprove of Senator Richard Burr's job performance?

Approve 45%
Disapprove..... 39%
Not sure 17%

Q3 Do you have a favorable or unfavorable opinion of Elaine Marshall?

Favorable 40% *Not sure* 25%
Unfavorable..... 35%

Q4 Do you approve or disapprove of President Barack Obama's job performance?

Approve 41%
Disapprove..... 55%
Not sure 4%

Q5 Do you approve or disapprove of Senator Kay Hagan's job performance?

Approve 36%
Disapprove..... 47%
Not sure 16%

Q6 Do you approve or disapprove of Governor Bev Perdue's job performance?

Approve 32%
Disapprove..... 52%
Not sure 17%

Q7 If there was an election for the state legislature today, would you vote Democratic or Republican?

Democratic..... 40%
Republican..... 51%
Undecided..... 9%

Q8 Who did you vote for President in 2008?

John McCain..... 51%
Barack Obama..... 45%
Someone else/Don't remember 4%

Q9 Do you identify yourself as a liberal, moderate, or conservative?

Liberal..... 16%
Moderate..... 37%
Conservative..... 47%

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

Woman 51%
Man..... 49%

Q11 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 44%
Republican..... 38%
Independent/Other..... 17%

Q12 If you are white, press 1. If African-American, press 2. If other, press 3.

White 76%
African-American 19%
Other..... 5%





Q13 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.

18 to 29.....	8%
30 to 45.....	28%
46 to 65.....	38%
Older than 65.....	26%

Q14 Have you already cast your ballot for this year's election?

Yes.....	36%
No.....	64%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr/Marshall/Beitler				
Richard Burr	52%	90%	11%	47%
Elaine Marshall	40%	6%	81%	13%
Michael Beitler	2%	2%	1%	14%
Undecided	5%	2%	7%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	45%	75%	10%	45%
Disapprove	39%	9%	73%	20%
Not sure	17%	15%	17%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	40%	11%	73%	20%
Unfavorable	35%	57%	11%	37%
Not sure	25%	32%	16%	43%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	41%	3%	83%	30%
Disapprove	55%	95%	11%	58%
Not sure	4%	2%	6%	12%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hagan Approval				
Approve	36%	7%	69%	29%
Disapprove	47%	78%	15%	38%
Not sure	16%	15%	17%	33%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Perdue Approval				
Approve	32%	10%	57%	13%
Disapprove	52%	76%	24%	52%
Not sure	17%	14%	19%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Generic Legislative Ballot				
Democratic	40%	5%	82%	19%
Republican	51%	89%	9%	46%
Undecided	9%	7%	9%	36%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Marshall/Beitler				
Richard Burr	52%	19%	28%	83%
Elaine Marshall	40%	77%	62%	11%
Michael Beitler	2%	2%	3%	2%
Undecided	5%	3%	7%	5%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	45%	11%	27%	71%
Disapprove	39%	74%	55%	13%
Not sure	17%	15%	18%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	40%	74%	57%	14%
Unfavorable	35%	13%	22%	54%
Not sure	25%	13%	21%	32%

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	41%	78%	63%	10%
Disapprove	55%	18%	30%	88%
Not sure	4%	4%	7%	2%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	36%	69%	53%	10%
Disapprove	47%	19%	25%	75%
Not sure	16%	12%	21%	14%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Perdue Approval				
Approve	32%	55%	46%	12%
Disapprove	52%	27%	37%	72%
Not sure	17%	18%	16%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Legislative Ballot				
Democratic	40%	79%	60%	11%
Republican	51%	18%	26%	82%
Undecided	9%	3%	14%	7%

	Base	Gender	
		Woman	Man
Burr/Marshall/Beitler			
Richard Burr	52%	49%	56%
Elaine Marshall	40%	45%	36%
Michael Beitler	2%	1%	3%
Undecided	5%	5%	5%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	45%	40%	50%
Disapprove	39%	42%	36%
Not sure	17%	19%	14%





Crosstabs

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	40%	47%	32%
Unfavorable	35%	26%	44%
Not sure	25%	26%	23%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	41%	47%	34%
Disapprove	55%	50%	60%
Not sure	4%	3%	6%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	36%	39%	33%
Disapprove	47%	40%	55%
Not sure	16%	21%	12%

	Base	Gender	
		Woman	Man
Perdue Approval			
Approve	32%	36%	27%
Disapprove	52%	46%	58%
Not sure	17%	18%	15%





Crosstabs

	Base	Gender	
		Woman	Man
Generic Legislative Ballot			
Democratic	40%	46%	34%
Republican	51%	47%	55%
Undecided	9%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Marshall/Beitler				
Richard Burr	52%	22%	88%	50%
Elaine Marshall	40%	70%	6%	42%
Michael Beitler	2%	2%	2%	3%
Undecided	5%	6%	4%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	45%	20%	74%	45%
Disapprove	39%	63%	12%	35%
Not sure	17%	17%	14%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	40%	65%	12%	37%
Unfavorable	35%	18%	57%	32%
Not sure	25%	18%	31%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	41%	72%	7%	34%
Disapprove	55%	22%	92%	58%
Not sure	4%	6%	1%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	36%	64%	6%	33%
Disapprove	47%	20%	79%	48%
Not sure	16%	16%	16%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Perdue Approval				
Approve	32%	51%	12%	27%
Disapprove	52%	32%	73%	55%
Not sure	17%	17%	15%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Legislative Ballot				
Democratic	40%	76%	4%	31%
Republican	51%	18%	89%	51%
Undecided	9%	6%	7%	19%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr/Marshall/Beitler				
Richard Burr	52%	63%	14%	36%
Elaine Marshall	40%	31%	75%	46%
Michael Beitler	2%	2%	2%	7%
Undecided	5%	4%	9%	11%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	45%	53%	17%	27%
Disapprove	39%	33%	63%	34%
Not sure	17%	14%	21%	39%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	40%	33%	65%	47%
Unfavorable	35%	41%	16%	19%
Not sure	25%	26%	20%	33%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	41%	30%	84%	35%
Disapprove	55%	66%	12%	47%
Not sure	4%	3%	4%	18%





Crosstabs

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	36%	29%	66%	37%
Disapprove	47%	55%	18%	42%
Not sure	16%	16%	17%	21%

	Base	Race		
		White	African-American	Other
Perdue Approval				
Approve	32%	26%	52%	33%
Disapprove	52%	57%	29%	50%
Not sure	17%	16%	18%	17%

	Base	Race		
		White	African-American	Other
Generic Legislative Ballot				
Democratic	40%	30%	83%	30%
Republican	51%	61%	12%	47%
Undecided	9%	9%	5%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Marshall/Beitler					
Richard Burr	52%	36%	53%	49%	63%
Elaine Marshall	40%	42%	42%	46%	30%
Michael Beitler	2%	3%	3%	2%	1%
Undecided	5%	18%	3%	3%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	45%	42%	41%	42%	54%
Disapprove	39%	39%	39%	44%	30%
Not sure	17%	19%	20%	14%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	40%	41%	37%	47%	32%
Unfavorable	35%	48%	33%	32%	38%
Not sure	25%	10%	30%	21%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	41%	59%	39%	45%	30%
Disapprove	55%	41%	54%	51%	66%
Not sure	4%	-	6%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	36%	45%	35%	41%	28%
Disapprove	47%	45%	45%	45%	54%
Not sure	16%	10%	19%	14%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Perdue Approval					
Approve	32%	33%	33%	35%	25%
Disapprove	52%	48%	51%	52%	53%
Not sure	17%	19%	15%	13%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Legislative Ballot					
Democratic	40%	46%	42%	44%	31%
Republican	51%	46%	49%	47%	60%
Undecided	9%	8%	9%	9%	9%

	Base	Already Voted?	
		Yes	No
Burr/Marshall/Beitler			
Richard Burr	52%	54%	51%
Elaine Marshall	40%	41%	40%
Michael Beitler	2%	2%	2%
Undecided	5%	2%	7%

	Base	Already Voted?	
		Yes	No
Burr Approval			
Approve	45%	47%	43%
Disapprove	39%	41%	37%
Not sure	17%	11%	19%





Crosstabs

	Base	Already Voted?	
		Yes	No
Marshall Favorability			
Favorable	40%	42%	39%
Unfavorable	35%	39%	33%
Not sure	25%	20%	28%

	Base	Already Voted?	
		Yes	No
Obama Approval			
Approve	41%	43%	40%
Disapprove	55%	55%	55%
Not sure	4%	2%	5%

	Base	Already Voted?	
		Yes	No
Hagan Approval			
Approve	36%	38%	35%
Disapprove	47%	52%	45%
Not sure	16%	9%	21%

	Base	Already Voted?	
		Yes	No
Perdue Approval			
Approve	32%	33%	31%
Disapprove	52%	53%	51%
Not sure	17%	14%	18%



Crosstabs

	Base	Already Voted?	
		Yes	No
Generic Legislative Ballot			
Democratic	40%	42%	39%
Republican	51%	53%	50%
Undecided	9%	5%	11%