

**FOR IMMEDIATE RELEASE**

**November 11, 2009**

**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

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

## **Burr's situation remains unchanged**

**Raleigh, N.C.** – The story on Richard Burr's political situation hasn't changed for months: his approval rating is mediocre but he still leads all of his potential Democratic opponents.

40% of North Carolinians like the job Burr is doing representing them in the Senate while 31% disapprove. He gets good marks from 63% of Republicans, 46% of independents, and 22% of Democrats.

Tested against a generic Democratic candidate, Burr leads 44-40. That four point lead is the smallest Burr has held on the generic ballot since July when he was up by two, but his actual share of the vote is just a point lower than it was the last two months. It's gotten closer because Democrats this month expressed a stronger commitment to supporting their party nominee.

Tested against some specific Democrats Burr leads Bob Etheridge 45-35, Elaine Marshall 45-34, Dennis Wicker 45-33, Kevin Foy 44-32, and Kenneth Lewis 45-32. Given the low name recognition of all the Democratic candidates it is no surprise that none of them are very well known.

“Every poll we do on Richard Burr provides more evidence that his fate will be tied up in the national climate,” said Dean Debnam, President of Public Policy Polling. “His approval numbers are mediocre but he'll still get reelected if it's a Republican year. If things move back in a more Democratic direction he's extremely vulnerable.”

PPP will release new numbers on Barack Obama tomorrow.

PPP surveyed 711 North Carolina voters from November 9<sup>th</sup> to 11<sup>th</sup>. The survey's margin of error is +/-3.7%. 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](http://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 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* ..... 40%  
*Disapprove*..... 31%  
*Not Sure*..... 29%

**Q2** Do you think that Senator Burr is too conservative, too liberal, or about right? If too conservative, press 1. If too liberal, press 2. If about right, press 3.

*Too Conservative*..... 31%  
*Too Liberal*..... 16%  
*About Right*..... 53%

**Q3** 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* ..... 44%  
*Democrat* ..... 40%  
*Not Sure*..... 16%

**Q4** 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* ..... 31%  
*Burr*..... 44%  
*Undecided*..... 25%

**Q5** 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* ..... 35%  
*Burr*..... 45%  
*Undecided*..... 20%

**Q6** 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*..... 32%  
*Burr*..... 44%  
*Undecided*..... 23%

**Q7** 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* ..... 32%  
*Burr*..... 45%  
*Undecided*..... 23%

**Q8** 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* ..... 34%  
*Burr*..... 45%  
*Undecided*..... 21%





**Q9** 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*..... 33%  
*Burr*..... 45%  
*Undecided*..... 22%

**Q10** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 16%  
*Moderate*..... 44%  
*Conservative*..... 40%

**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.

*Urban*..... 16%  
*Suburban*..... 25%  
*Rural*..... 28%  
*Small Town*..... 31%

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

*Woman*..... 51%  
*Man*..... 49%

**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.

*Democrat*..... 47%  
*Republican*..... 34%  
*Independent/Other*..... 19%

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

*White*..... 74%  
*African-American*..... 20%  
*Other*..... 5%

**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.

*18 to 29*..... 12%  
*30 to 45*..... 29%  
*46 to 65*..... 36%  
*Older than 65*..... 24%

**Q16**

*252*..... 15%  
*336*..... 17%  
*704*..... 19%  
*828*..... 15%  
*910*..... 15%  
*919*..... 19%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Approval</b>				
<b>Approve</b>	40%	12%	32%	61%
<b>Disapprove</b>	30%	65%	35%	12%
<b>Not Sure</b>	29%	22%	34%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Ideology</b>				
<b>Too Conservative</b>	30%	71%	38%	6%
<b>Too Liberal</b>	16%	11%	15%	20%
<b>About Right</b>	53%	18%	47%	74%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Ballot</b>				
<b>Burr</b>	44%	8%	26%	79%
<b>Democrat</b>	40%	84%	50%	10%
<b>Not Sure</b>	16%	8%	23%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	31%	69%	36%	10%
<b>Burr</b>	45%	11%	27%	77%
<b>Undecided</b>	24%	20%	37%	13%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Etheridge/Burr</b>				
<b>Etheridge</b>	<b>34%</b>	77%	43%	8%
<b>Burr</b>	<b>45%</b>	10%	27%	79%
<b>Undecided</b>	<b>20%</b>	13%	30%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Foy/Burr</b>				
<b>Foy</b>	<b>32%</b>	73%	39%	8%
<b>Burr</b>	<b>44%</b>	10%	25%	79%
<b>Undecided</b>	<b>23%</b>	17%	36%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lewis/Burr</b>				
<b>Lewis</b>	<b>32%</b>	70%	39%	9%
<b>Burr</b>	<b>45%</b>	11%	28%	77%
<b>Undecided</b>	<b>23%</b>	19%	33%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall/Burr</b>				
<b>Marshall</b>	<b>34%</b>	76%	41%	10%
<b>Burr</b>	<b>45%</b>	12%	27%	79%
<b>Undecided</b>	<b>21%</b>	12%	32%	12%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Wicker/Burr</b>				
<b>Wicker</b>	<b>33%</b>	75%	39%	10%
<b>Burr</b>	<b>45%</b>	10%	27%	78%
<b>Undecided</b>	<b>22%</b>	15%	34%	12%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Approval</b>					
<b>Approve</b>	<b>40%</b>	28%	47%	44%	37%
<b>Disapprove</b>	<b>31%</b>	46%	28%	24%	32%
<b>Not Sure</b>	<b>29%</b>	26%	25%	33%	31%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Ideology</b>					
<b>Too Conservative</b>	<b>31%</b>	44%	32%	23%	30%
<b>Too Liberal</b>	<b>16%</b>	15%	8%	20%	18%
<b>About Right</b>	<b>54%</b>	41%	60%	57%	52%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Ballot</b>					
<b>Burr</b>	<b>44%</b>	25%	50%	54%	40%
<b>Democrat</b>	<b>40%</b>	58%	35%	33%	42%
<b>Not Sure</b>	<b>16%</b>	17%	15%	14%	18%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	31%	36%	28%	23%	38%
<b>Burr</b>	44%	26%	48%	53%	42%
<b>Undecided</b>	25%	38%	24%	24%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Etheridge/Burr</b>					
<b>Etheridge</b>	35%	43%	30%	29%	39%
<b>Burr</b>	45%	28%	48%	54%	43%
<b>Undecided</b>	21%	29%	22%	17%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Foy/Burr</b>					
<b>Foy</b>	32%	41%	28%	28%	35%
<b>Burr</b>	44%	23%	47%	54%	44%
<b>Undecided</b>	24%	36%	24%	18%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lewis/Burr</b>					
<b>Lewis</b>	32%	44%	29%	25%	35%
<b>Burr</b>	45%	24%	47%	55%	44%
<b>Undecided</b>	23%	32%	24%	20%	21%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall/Burr</b>					
<b>Marshall</b>	34%	46%	31%	26%	39%
<b>Burr</b>	45%	25%	47%	55%	45%
<b>Undecided</b>	21%	29%	22%	19%	16%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Wicker/Burr</b>					
<b>Wicker</b>	33%	44%	30%	28%	35%
<b>Burr</b>	45%	22%	49%	52%	46%
<b>Undecided</b>	22%	33%	21%	20%	19%

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	40%	36%	45%
<b>Disapprove</b>	31%	26%	35%
<b>Not Sure</b>	29%	38%	20%

	Base	Gender	
		Woman	Man
<b>Burr Ideology</b>			
<b>Too Conservative</b>	31%	29%	33%
<b>Too Liberal</b>	16%	17%	16%
<b>About Right</b>	53%	55%	52%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Generic Ballot</b>			
<b>Burr</b>	44%	40%	49%
<b>Democrat</b>	40%	41%	38%
<b>Not Sure</b>	16%	19%	13%

	Base	Gender	
		Woman	Man
<b>Cunningham/Burr</b>			
<b>Cunningham</b>	31%	32%	30%
<b>Burr</b>	44%	41%	48%
<b>Undecided</b>	25%	27%	22%

	Base	Gender	
		Woman	Man
<b>Etheridge/Burr</b>			
<b>Etheridge</b>	35%	36%	33%
<b>Burr</b>	45%	41%	49%
<b>Undecided</b>	20%	23%	18%

	Base	Gender	
		Woman	Man
<b>Foy/Burr</b>			
<b>Foy</b>	32%	31%	33%
<b>Burr</b>	44%	43%	46%
<b>Undecided</b>	23%	26%	21%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Lewis/Burr</b>			
<b>Lewis</b>	32%	34%	30%
<b>Burr</b>	45%	41%	49%
<b>Undecided</b>	23%	26%	21%

	Base	Gender	
		Woman	Man
<b>Marshal/Burr</b>			
<b>Marshal</b>	34%	36%	32%
<b>Burr</b>	45%	41%	49%
<b>Undecided</b>	21%	23%	19%

	Base	Gender	
		Woman	Man
<b>Wicker/Burr</b>			
<b>Wicker</b>	33%	34%	32%
<b>Burr</b>	45%	41%	49%
<b>Undecided</b>	22%	25%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	40%	22%	63%	46%
<b>Disapprove</b>	31%	44%	12%	30%
<b>Not Sure</b>	29%	34%	25%	25%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Ideology</b>				
<b>Too Conservative</b>	31%	47%	8%	30%
<b>Too Liberal</b>	16%	15%	20%	13%
<b>About Right</b>	53%	38%	72%	57%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Ballot</b>				
<b>Burr</b>	44%	14%	82%	51%
<b>Democrat</b>	40%	68%	6%	30%
<b>Not Sure</b>	16%	18%	12%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	31%	51%	9%	20%
<b>Burr</b>	44%	15%	81%	54%
<b>Undecided</b>	25%	34%	11%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Etheridge/Burr</b>				
<b>Etheridge</b>	35%	58%	9%	22%
<b>Burr</b>	45%	17%	80%	53%
<b>Undecided</b>	20%	25%	11%	25%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Foy/Burr</b>				
<b>Foy</b>	32%	55%	8%	19%
<b>Burr</b>	44%	15%	80%	54%
<b>Undecided</b>	23%	30%	13%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	32%	55%	7%	20%
<b>Burr</b>	45%	16%	80%	52%
<b>Undecided</b>	23%	29%	13%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Marshall/Burr</b>				
<b>Marshall</b>	34%	58%	8%	20%
<b>Burr</b>	45%	16%	80%	56%
<b>Undecided</b>	21%	26%	12%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Wicker/Burr</b>				
<b>Wicker</b>	33%	57%	8%	19%
<b>Burr</b>	45%	16%	81%	51%
<b>Undecided</b>	22%	27%	11%	30%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	40%	46%	18%	47%
<b>Disapprove</b>	31%	27%	43%	27%
<b>Not Sure</b>	29%	27%	39%	26%

	Base	Race		
		White	African-American	Other
<b>Burr Ideology</b>				
<b>Too Conservative</b>	31%	29%	38%	24%
<b>Too Liberal</b>	16%	14%	27%	10%
<b>About Right</b>	53%	57%	36%	66%

	Base	Race		
		White	African-American	Other
<b>Generic Ballot</b>				
<b>Burr</b>	44%	53%	10%	49%
<b>Democrat</b>	40%	32%	69%	28%
<b>Not Sure</b>	16%	14%	21%	23%

	Base	Race		
		White	African-American	Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	31%	25%	58%	16%
<b>Burr</b>	44%	54%	6%	51%
<b>Undecided</b>	25%	21%	36%	33%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Etheridge/Burr</b>				
<b>Etheridge</b>	35%	29%	58%	20%
<b>Burr</b>	45%	53%	16%	43%
<b>Undecided</b>	20%	18%	26%	37%

	Base	Race		
		White	African-American	Other
<b>Foy/Burr</b>				
<b>Foy</b>	32%	24%	66%	16%
<b>Burr</b>	44%	54%	8%	47%
<b>Undecided</b>	23%	22%	26%	37%

	Base	Race		
		White	African-American	Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	32%	24%	62%	20%
<b>Burr</b>	45%	54%	10%	45%
<b>Undecided</b>	23%	21%	28%	35%

	Base	Race		
		White	African-American	Other
<b>Marshall/Burr</b>				
<b>Marshall</b>	34%	28%	61%	14%
<b>Burr</b>	45%	53%	14%	51%
<b>Undecided</b>	21%	19%	25%	35%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Wicker/Burr</b>				
<b>Wicker</b>	33%	27%	60%	18%
<b>Burr</b>	45%	53%	14%	47%
<b>Undecided</b>	22%	20%	27%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	40%	43%	38%	39%	43%
<b>Disapprove</b>	31%	34%	31%	33%	25%
<b>Not Sure</b>	29%	23%	31%	29%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Ideology</b>					
<b>Too Conservative</b>	31%	34%	35%	32%	22%
<b>Too Liberal</b>	16%	17%	16%	16%	16%
<b>About Right</b>	53%	49%	50%	52%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Ballot</b>					
<b>Burr</b>	44%	37%	43%	41%	55%
<b>Democrat</b>	40%	46%	41%	42%	31%
<b>Not Sure</b>	16%	17%	16%	17%	14%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	31%	34%	35%	33%	21%
<b>Burr</b>	44%	40%	40%	41%	56%
<b>Undecided</b>	25%	26%	25%	25%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Etheridge/Burr</b>					
<b>Etheridge</b>	35%	34%	34%	38%	30%
<b>Burr</b>	45%	46%	41%	42%	54%
<b>Undecided</b>	20%	20%	25%	20%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Foy/Burr</b>					
<b>Foy</b>	32%	40%	33%	33%	26%
<b>Burr</b>	44%	40%	41%	41%	55%
<b>Undecided</b>	23%	20%	25%	25%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lewis/Burr</b>					
<b>Lewis</b>	32%	40%	30%	35%	25%
<b>Burr</b>	45%	37%	43%	41%	56%
<b>Undecided</b>	23%	23%	27%	24%	19%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall/Burr</b>					
<b>Marshall</b>	34%	37%	33%	38%	27%
<b>Burr</b>	45%	40%	45%	40%	56%
<b>Undecided</b>	21%	23%	22%	22%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Wicker/Burr</b>					
<b>Wicker</b>	33%	37%	32%	36%	28%
<b>Burr</b>	45%	43%	44%	40%	54%
<b>Undecided</b>	22%	20%	24%	24%	18%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	40%	44%	48%	41%	35%	34%	37%
<b>Disapprove</b>	31%	25%	22%	27%	37%	28%	42%
<b>Not Sure</b>	29%	31%	30%	32%	28%	37%	21%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Ideology</b>							
<b>Too Conservative</b>	31%	25%	27%	34%	36%	25%	35%
<b>Too Liberal</b>	16%	21%	8%	18%	21%	14%	17%
<b>About Right</b>	53%	55%	65%	48%	43%	62%	48%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Ballot</b>							
<b>Burr</b>	44%	50%	49%	47%	45%	35%	40%
<b>Democrat</b>	40%	37%	36%	37%	42%	42%	44%
<b>Not Sure</b>	16%	13%	15%	16%	13%	23%	16%

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham/Burr</b>							
<b>Cunningham</b>	31%	28%	22%	26%	29%	45%	37%
<b>Burr</b>	44%	50%	50%	48%	42%	35%	40%
<b>Undecided</b>	25%	22%	29%	26%	29%	20%	22%

	Base	Area Code					
		252	336	704	828	910	919
<b>Etheridge/Burr</b>							
<b>Etheridge</b>	35%	32%	23%	25%	34%	50%	46%
<b>Burr</b>	45%	48%	51%	52%	44%	35%	39%
<b>Undecided</b>	20%	20%	26%	23%	22%	16%	15%

	Base	Area Code					
		252	336	704	828	910	919
<b>Foy/Burr</b>							
<b>Foy</b>	32%	33%	21%	25%	29%	48%	39%
<b>Burr</b>	44%	48%	49%	49%	46%	32%	40%
<b>Undecided</b>	23%	18%	30%	26%	25%	20%	20%





**Crosstabs**

		Area Code						
		Base	252	336	704	828	910	919
<b>Lewis/Burr</b>								
	<b>Lewis</b>	32%	28%	21%	27%	36%	44%	37%
	<b>Burr</b>	45%	52%	49%	48%	42%	36%	40%
	<b>Undecided</b>	23%	21%	30%	24%	22%	20%	23%

		Area Code						
		Base	252	336	704	828	910	919
<b>Marshall/Burr</b>								
	<b>Marshall</b>	34%	32%	25%	27%	33%	46%	43%
	<b>Burr</b>	45%	50%	50%	51%	43%	36%	40%
	<b>Undecided</b>	21%	18%	25%	23%	24%	18%	18%

		Area Code						
		Base	252	336	704	828	910	919
<b>Wicker/Burr</b>								
	<b>Wicker</b>	33%	34%	20%	26%	35%	47%	39%
	<b>Burr</b>	45%	49%	52%	49%	41%	35%	41%
	<b>Undecided</b>	22%	17%	28%	25%	24%	17%	20%

