



FOR IMMEDIATE RELEASE

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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

Cooper would pose strong challenge to Burr

Raleigh, N.C. – Attorney General Roy Cooper leads Richard Burr 39-34 in a hypothetical match up for the 2010 North Carolina Senate race, the newest survey from Public Policy Polling finds.

44% of the state's voters approve of Cooper's job performance with just 23% disapproving. Burr gets a 32% approval mark with 31% unhappy with his work as a Senator.

In their potential head to head, Burr and Cooper perform almost equally well within their own parties. Any time a Democrat can do that in North Carolina, he or she is going to win a statewide race due to the state's significant Democratic identification advantage.

“This poll confirms what many people already thought: Roy Cooper is the strongest potential Democratic opponent for Richard Burr in 2010,” said Dean Debnam, President of Public Policy Polling. “He is just as well known statewide as the incumbent Senator, and better liked. He would be quite a formidable candidate.”

Burr leads Cooper by just six points among white voters. Republicans in the state usually need something more like a 20 point lead with that demographic to win. Cooper is particularly strong in eastern North Carolina, leading 45-28 there.

PPP will release polls later this week looking at whether North Carolinians think Barack Obama or George W. Bush will prove to be the better President, and whether Elizabeth Dole or Kay Hagan will end up as the better Senator.

PPP surveyed 630 North Carolina voters on December 8th and 9th. The survey's margin of error is +/-3.9%. 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.

Approve32% Not Sure.....37%

Disapprove.....31%

Q2 Do you approve or disapprove of Democratic Attorney General Roy Cooper's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve44% Not Sure.....34%

Disapprove.....23%

Q3 If the candidates for US Senate in 2010 were Republican Richard Burr and Democrat Roy Cooper, who would you vote for? If Richard Burr, press 1. If Roy Cooper, press 2. If you're undecided, press 3.

Burr.....34% Undecided.....26%

Cooper.....39%

Q4 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq 9%

Education..... 8%

Economy and Jobs 60%

Taxes..... 4%

Moral and family values 11%

Health care 4%

Immigration..... 3%

Other..... 1%

Q5 If you are a woman, press 1, if a man, press 2.

Woman 53%

Man..... 47%

Q6 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 49%

Republican..... 35%

Independent/Other..... 16%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 76%

African-American 21%

Other..... 3%





Q8 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.....	15%
30 to 45.....	25%
46 to 65.....	40%
Older than 65.....	20%

Q9

252.....	15%
336.....	18%
704.....	17%
828.....	15%
910.....	13%
919.....	22%





Crosstabs

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	32%	24%	40%
Disapprove	31%	32%	30%
Not Sure	37%	44%	30%

	Base	Gender	
		Woman	Man
Cooper Approval			
Approve	44%	43%	45%
Disapprove	23%	19%	26%
Not Sure	34%	38%	29%

	Base	Gender	
		Woman	Man
Burr/Cooper			
Burr	34%	27%	42%
Cooper	39%	40%	39%
Undecided	26%	33%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	32%	16%	52%	35%
Disapprove	31%	46%	16%	20%
Not Sure	37%	38%	32%	45%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cooper Approval				
Approve	44%	55%	31%	41%
Disapprove	23%	13%	37%	20%
Not Sure	34%	33%	32%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Cooper				
Burr	34%	12%	65%	33%
Cooper	39%	62%	14%	26%
Undecided	26%	26%	21%	41%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	32%	38%	12%	18%
Disapprove	31%	29%	37%	49%
Not Sure	37%	34%	51%	32%

	Base	Race		
		White	African-American	Other
Cooper Approval				
Approve	44%	43%	47%	39%
Disapprove	23%	25%	15%	19%
Not Sure	34%	32%	38%	41%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr/Cooper				
Burr	34%	41%	12%	9%
Cooper	39%	35%	55%	43%
Undecided	26%	24%	33%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	32%	38%	23%	35%	30%
Disapprove	31%	19%	37%	32%	31%
Not Sure	37%	44%	40%	33%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cooper Approval					
Approve	44%	27%	43%	49%	47%
Disapprove	23%	27%	26%	22%	16%
Not Sure	34%	46%	31%	29%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Cooper					
Burr	34%	40%	29%	35%	36%
Cooper	39%	23%	46%	43%	38%
Undecided	26%	38%	26%	23%	26%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	32%	20%	49%	25%	23%	35%	34%
Disapprove	31%	33%	28%	32%	31%	25%	35%
Not Sure	37%	47%	23%	43%	46%	40%	31%

	Base	Area Code					
		252	336	704	828	910	919
Cooper Approval							
Approve	44%	44%	45%	37%	39%	41%	54%
Disapprove	23%	20%	24%	28%	16%	28%	21%
Not Sure	34%	36%	31%	36%	46%	31%	25%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Cooper							
Burr	34%	28%	44%	29%	30%	39%	35%
Cooper	39%	45%	41%	35%	36%	34%	43%
Undecided	26%	27%	15%	36%	34%	27%	22%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Burr Approval									
Approve	32%	37%	20%	27%	71%	48%	17%	48%	50%
Disapprove	31%	25%	46%	34%	9%	10%	47%	35%	30%
Not Sure	37%	38%	34%	39%	20%	42%	36%	18%	19%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Cooper Approval									
Approve	44%	31%	49%	45%	56%	34%	48%	64%	61%
Disapprove	23%	33%	20%	21%	29%	26%	17%	23%	8%
Not Sure	34%	35%	31%	34%	15%	40%	35%	13%	31%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Burr/Cooper									
Burr	34%	41%	32%	26%	65%	60%	22%	60%	50%
Cooper	39%	39%	48%	46%	13%	15%	43%	22%	30%
Undecided	26%	20%	20%	29%	22%	25%	35%	18%	19%

