

**FOR IMMEDIATE RELEASE**

**February 17, 2010**

**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**

## **Same Old Story in Senate Race**

**Raleigh, N.C.** – The tune hasn't really changed in the last year when it comes to Richard Burr's political status: he has mediocre approval numbers but it doesn't stop him from leading all of his Democratic opponents by decent margins.

North Carolinians are evenly divided on Burr with 35% giving him good marks and 35% saying they're unhappy with his job performance. 30% continue to have no opinion one way or the other. Burr has the approval of 57% of Republicans and 16% of Democrats, and his standing with independents is identical to what it is overall at 35/35.

Burr leads Elaine Marshall 43-33, Cal Cunningham 44-32, and Kenneth Lewis 44-31. Two common themes drive those leads for Burr- Republican voters are much more unified than Democrats and independents are leaning toward Burr as well.

The Democratic candidates are still suffering from low name recognition. 29% of voters have an opinion of Elaine Marshall while just 17% do of Kenneth Lewis and 14% do for Cal Cunningham.

“This race doesn't seem like it will move much until the candidates become better known,” said Dean Debnam, President of Public Policy Polling. “It's going to be really interesting to see where things stand at the beginning of May once Democrats have a nominee.”

Tested against a generic Democratic candidate Burr leads by a more narrow 42-35 margin. Even in that scenario 22% of Democrats are undecided compared to just 16% of Republicans.

PPP surveyed 788 North Carolina voters from February 12<sup>th</sup> to 15<sup>th</sup>. The survey's margin of error is +/-3.5%. 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* ..... 35%  
*Disapprove*..... 35%  
*Not Sure*..... 30%

**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*..... 42%  
*Democrat*..... 35%  
*Not Sure*..... 23%

**Q3** Do you have a favorable or unfavorable opinion of Cal Cunningham? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable* ..... 6% *Not Sure*..... 86%  
*Unfavorable*..... 9%

**Q4** Do you have a favorable or unfavorable opinion of Kenneth Lewis? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 7%  
*Unfavorable* ..... 10%  
*Not Sure*..... 83%

**Q5** Do you have a favorable or unfavorable opinion of Elaine Marshall? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 19%  
*Unfavorable* ..... 10%  
*Not Sure*..... 71%

**Q6** 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* ..... 32%  
*Burr*..... 44%  
*Undecided*..... 24%

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

**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*..... 33%  
*Burr*..... 43%  
*Undecided*..... 23%

**Q9** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

*McCain*..... 48%  
*Obama* ..... 48%  
*Someone else/Don't remember* ..... 4%





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

*Liberal*..... 17%  
*Moderate*..... 39%  
*Conservative*..... 44%

**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*..... 29%  
*Rural*..... 27%  
*Small Town*..... 28%

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

*Woman* ..... 52%  
*Man*..... 48%

**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* ..... 44%  
*Republican*..... 38%  
*Independent/Other*..... 18%

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

*White* ..... 77%  
*African-American* ..... 20%  
*Other*..... 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.

*18 to 29*..... 10%  
*30 to 45*..... 25%  
*46 to 65*..... 44%  
*Older than 65*..... 21%

**Q16**

252..... 9%  
336..... 21%  
704..... 19%  
828..... 16%  
910..... 14%  
919..... 21%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Burr Approval</b>				
<b>Approve</b>	35%	56%	14%	34%
<b>Disapprove</b>	35%	17%	54%	20%
<b>Not Sure</b>	30%	27%	32%	46%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Generic Ballot</b>				
<b>Burr</b>	42%	76%	9%	32%
<b>Democrat</b>	35%	4%	66%	24%
<b>Not Sure</b>	23%	20%	24%	44%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Cunningham Favorability</b>				
<b>Favorable</b>	6%	4%	7%	5%
<b>Unfavorable</b>	9%	10%	7%	10%
<b>Not Sure</b>	86%	86%	85%	85%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Lewis Favorability</b>				
<b>Favorable</b>	7%	5%	9%	3%
<b>Unfavorable</b>	10%	11%	9%	11%
<b>Not Sure</b>	83%	84%	83%	85%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Marshall Favorability</b>				
<b>Favorable</b>	19%	11%	26%	18%
<b>Unfavorable</b>	10%	16%	5%	5%
<b>Not Sure</b>	71%	73%	69%	77%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	32%	6%	58%	22%
<b>Burr</b>	44%	78%	11%	31%
<b>Undecided</b>	24%	16%	30%	48%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	4%	60%	16%
<b>Burr</b>	44%	79%	9%	28%
<b>Undecided</b>	25%	17%	30%	56%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Marshall/Burr</b>				
<b>Marshall</b>	33%	4%	64%	23%
<b>Burr</b>	43%	78%	9%	31%
<b>Undecided</b>	23%	18%	26%	46%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Approval</b>				
<b>Approve</b>	35%	13%	25%	52%
<b>Disapprove</b>	35%	68%	41%	17%
<b>Not Sure</b>	30%	19%	34%	31%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Ballot</b>				
<b>Burr</b>	42%	8%	29%	68%
<b>Democrat</b>	35%	78%	43%	10%
<b>Not Sure</b>	23%	14%	28%	22%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham Favorability</b>				
<b>Favorable</b>	6%	9%	6%	4%
<b>Unfavorable</b>	9%	4%	10%	9%
<b>Not Sure</b>	86%	87%	84%	87%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lewis Favorability</b>				
<b>Favorable</b>	7%	8%	8%	5%
<b>Unfavorable</b>	10%	9%	11%	9%
<b>Not Sure</b>	83%	84%	81%	85%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall Favorability</b>				
<b>Favorable</b>	19%	29%	22%	12%
<b>Unfavorable</b>	10%	6%	8%	13%
<b>Not Sure</b>	71%	65%	70%	75%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	32%	68%	40%	10%
<b>Burr</b>	44%	11%	29%	72%
<b>Undecided</b>	24%	20%	31%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	71%	39%	9%
<b>Burr</b>	44%	7%	27%	73%
<b>Undecided</b>	25%	22%	34%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall/Burr</b>				
<b>Marshall</b>	33%	74%	43%	9%
<b>Burr</b>	43%	10%	27%	71%
<b>Undecided</b>	23%	17%	30%	20%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Approval</b>					
<b>Approve</b>	35%	28%	30%	39%	41%
<b>Disapprove</b>	35%	43%	38%	32%	30%
<b>Not Sure</b>	30%	29%	32%	30%	29%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Ballot</b>					
<b>Burr</b>	42%	34%	42%	47%	44%
<b>Democrat</b>	35%	48%	37%	28%	30%
<b>Not Sure</b>	23%	18%	21%	24%	26%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham Favorability</b>					
<b>Favorable</b>	6%	9%	4%	6%	6%
<b>Unfavorable</b>	9%	13%	6%	6%	10%
<b>Not Sure</b>	86%	77%	90%	88%	84%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lewis Favorability</b>					
<b>Favorable</b>	7%	12%	6%	4%	7%
<b>Unfavorable</b>	10%	15%	10%	6%	11%
<b>Not Sure</b>	83%	73%	84%	90%	82%







**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall Favorability</b>					
<b>Favorable</b>	19%	22%	20%	19%	14%
<b>Unfavorable</b>	10%	13%	7%	11%	11%
<b>Not Sure</b>	71%	65%	73%	70%	74%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	32%	43%	33%	28%	28%
<b>Burr</b>	44%	33%	38%	54%	48%
<b>Undecided</b>	24%	24%	29%	18%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lewis/Burr</b>					
<b>Lewis</b>	31%	42%	31%	26%	30%
<b>Burr</b>	44%	35%	39%	49%	48%
<b>Undecided</b>	25%	23%	30%	25%	22%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall/Burr</b>					
<b>Marshall</b>	33%	44%	33%	27%	34%
<b>Burr</b>	43%	35%	40%	49%	47%
<b>Undecided</b>	23%	22%	27%	24%	20%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	35%	31%	39%
<b>Disapprove</b>	35%	33%	37%
<b>Not Sure</b>	30%	35%	24%

	Base	Gender	
		Woman	Man
<b>Generic Ballot</b>			
<b>Burr</b>	42%	35%	50%
<b>Democrat</b>	35%	37%	33%
<b>Not Sure</b>	23%	28%	17%

	Base	Gender	
		Woman	Man
<b>Cunningham Favorability</b>			
<b>Favorable</b>	6%	5%	6%
<b>Unfavorable</b>	9%	7%	10%
<b>Not Sure</b>	86%	88%	84%

	Base	Gender	
		Woman	Man
<b>Lewis Favorability</b>			
<b>Favorable</b>	7%	5%	8%
<b>Unfavorable</b>	10%	9%	11%
<b>Not Sure</b>	83%	86%	81%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Marshall Favorability</b>			
<b>Favorable</b>	19%	21%	16%
<b>Unfavorable</b>	10%	9%	12%
<b>Not Sure</b>	71%	71%	72%

	Base	Gender	
		Woman	Man
<b>Cunningham/Burr</b>			
<b>Cunningham</b>	32%	33%	30%
<b>Burr</b>	44%	38%	51%
<b>Undecided</b>	24%	28%	19%

	Base	Gender	
		Woman	Man
<b>Lewis/Burr</b>			
<b>Lewis</b>	31%	34%	29%
<b>Burr</b>	44%	37%	51%
<b>Undecided</b>	25%	30%	20%

	Base	Gender	
		Woman	Man
<b>Marshall/Burr</b>			
<b>Marshall</b>	33%	36%	31%
<b>Burr</b>	43%	36%	51%
<b>Undecided</b>	23%	28%	18%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	35%	16%	57%	35%
<b>Disapprove</b>	35%	50%	17%	35%
<b>Not Sure</b>	30%	34%	26%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Ballot</b>				
<b>Burr</b>	42%	15%	79%	35%
<b>Democrat</b>	35%	63%	5%	26%
<b>Not Sure</b>	23%	22%	16%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cunningham Favorability</b>				
<b>Favorable</b>	6%	8%	3%	7%
<b>Unfavorable</b>	9%	9%	9%	7%
<b>Not Sure</b>	86%	84%	88%	86%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lewis Favorability</b>				
<b>Favorable</b>	7%	7%	4%	10%
<b>Unfavorable</b>	10%	10%	11%	8%
<b>Not Sure</b>	83%	83%	85%	82%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Marshall Favorability</b>				
<b>Favorable</b>	19%	28%	10%	13%
<b>Unfavorable</b>	10%	8%	13%	10%
<b>Not Sure</b>	71%	64%	77%	76%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	32%	56%	6%	26%
<b>Burr</b>	44%	17%	80%	38%
<b>Undecided</b>	24%	27%	14%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	57%	5%	24%
<b>Burr</b>	44%	16%	80%	37%
<b>Undecided</b>	25%	27%	16%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Marshall/Burr</b>				
<b>Marshall</b>	33%	60%	6%	25%
<b>Burr</b>	43%	16%	79%	38%
<b>Undecided</b>	23%	24%	16%	37%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	35%	40%	14%	34%
<b>Disapprove</b>	35%	31%	49%	32%
<b>Not Sure</b>	30%	28%	36%	34%

	Base	Race		
		White	African-American	Other
<b>Generic Ballot</b>				
<b>Burr</b>	42%	52%	10%	25%
<b>Democrat</b>	35%	26%	66%	41%
<b>Not Sure</b>	23%	22%	24%	34%

	Base	Race		
		White	African-American	Other
<b>Cunningham Favorability</b>				
<b>Favorable</b>	6%	4%	10%	9%
<b>Unfavorable</b>	9%	8%	9%	9%
<b>Not Sure</b>	86%	87%	81%	81%

	Base	Race		
		White	African-American	Other
<b>Lewis Favorability</b>				
<b>Favorable</b>	7%	6%	8%	9%
<b>Unfavorable</b>	10%	10%	11%	9%
<b>Not Sure</b>	83%	84%	81%	82%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Marshall Favorability</b>				
<b>Favorable</b>	19%	17%	25%	14%
<b>Unfavorable</b>	10%	11%	8%	7%
<b>Not Sure</b>	71%	72%	67%	80%

	Base	Race		
		White	African-American	Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	32%	25%	54%	41%
<b>Burr</b>	44%	52%	16%	30%
<b>Undecided</b>	24%	22%	30%	30%

	Base	Race		
		White	African-American	Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	24%	60%	41%
<b>Burr</b>	44%	52%	13%	27%
<b>Undecided</b>	25%	24%	26%	32%

	Base	Race		
		White	African-American	Other
<b>Marshall/Burr</b>				
<b>Marshall</b>	33%	26%	59%	40%
<b>Burr</b>	43%	52%	13%	28%
<b>Undecided</b>	23%	22%	27%	33%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	35%	44%	33%	33%	35%
<b>Disapprove</b>	35%	28%	34%	39%	32%
<b>Not Sure</b>	30%	28%	33%	28%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Ballot</b>					
<b>Burr</b>	42%	36%	41%	45%	44%
<b>Democrat</b>	35%	41%	34%	35%	32%
<b>Not Sure</b>	23%	23%	26%	20%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham Favorability</b>					
<b>Favorable</b>	6%	8%	5%	7%	4%
<b>Unfavorable</b>	9%	19%	6%	9%	6%
<b>Not Sure</b>	86%	73%	89%	85%	90%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lewis Favorability</b>					
<b>Favorable</b>	7%	9%	6%	8%	4%
<b>Unfavorable</b>	10%	20%	9%	9%	8%
<b>Not Sure</b>	83%	70%	85%	83%	88%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall Favorability</b>					
<b>Favorable</b>	19%	18%	12%	20%	24%
<b>Unfavorable</b>	10%	12%	7%	12%	9%
<b>Not Sure</b>	71%	70%	81%	68%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	32%	39%	32%	30%	31%
<b>Burr</b>	44%	44%	39%	45%	49%
<b>Undecided</b>	24%	17%	29%	24%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lewis/Burr</b>					
<b>Lewis</b>	31%	39%	29%	32%	30%
<b>Burr</b>	44%	43%	40%	45%	45%
<b>Undecided</b>	25%	17%	31%	23%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall/Burr</b>					
<b>Marshall</b>	33%	41%	30%	32%	36%
<b>Burr</b>	43%	42%	41%	46%	42%
<b>Undecided</b>	23%	17%	29%	22%	22%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	35%	47%	33%	39%	32%	37%	29%
<b>Disapprove</b>	35%	21%	37%	32%	37%	37%	39%
<b>Not Sure</b>	30%	32%	30%	29%	31%	26%	32%

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Ballot</b>							
<b>Burr</b>	42%	55%	37%	48%	40%	44%	39%
<b>Democrat</b>	35%	22%	42%	29%	29%	32%	43%
<b>Not Sure</b>	23%	23%	21%	24%	31%	24%	17%

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham Favorability</b>							
<b>Favorable</b>	6%	5%	4%	7%	3%	10%	6%
<b>Unfavorable</b>	9%	9%	7%	11%	9%	9%	7%
<b>Not Sure</b>	86%	86%	88%	82%	88%	81%	88%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lewis Favorability</b>							
<b>Favorable</b>	7%	5%	5%	13%	5%	7%	5%
<b>Unfavorable</b>	10%	7%	5%	22%	7%	10%	8%
<b>Not Sure</b>	83%	88%	91%	65%	88%	83%	87%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Marshall Favorability</b>							
<b>Favorable</b>	19%	11%	16%	18%	12%	19%	29%
<b>Unfavorable</b>	10%	9%	9%	11%	10%	10%	11%
<b>Not Sure</b>	71%	80%	75%	70%	78%	71%	59%

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham/Burr</b>							
<b>Cunningham</b>	32%	29%	34%	23%	33%	33%	36%
<b>Burr</b>	44%	49%	44%	53%	40%	45%	38%
<b>Undecided</b>	24%	22%	22%	24%	27%	21%	26%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lewis/Burr</b>							
<b>Lewis</b>	31%	28%	36%	26%	30%	31%	35%
<b>Burr</b>	44%	51%	39%	52%	41%	49%	36%
<b>Undecided</b>	25%	20%	25%	22%	29%	21%	30%

	Base	Area Code					
		252	336	704	828	910	919
<b>Marshall/Burr</b>							
<b>Marshall</b>	33%	21%	36%	32%	34%	30%	39%
<b>Burr</b>	43%	55%	40%	54%	38%	47%	35%
<b>Undecided</b>	23%	24%	24%	15%	28%	23%	26%

