

FOR IMMEDIATE RELEASE

March 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

No Change on Burr

Raleigh, N.C. – North Carolina voters continue to be pretty evenly divided three ways between liking Richard Burr, disliking Burr, and being ambivalent toward Burr. 35% of voters this month say they approve of his job performance with 37% disapproving and 28% having no opinion.

Burr continues to hold the lead over all of his Democratic opponents. Elaine Marshall comes closest at a 41-36 disadvantage while Cal Cunningham and Kenneth Lewis trails by identical 43-32 margins.

Burr holds a 16-20 point lead with independents against all three of the Democratic candidates, and has 83-85% of the Republican vote locked up while the Democrats poll at 59-64% within their own party.

There continue to be indications that this race will tighten up once the Democrats have a nominee. The field of candidates is pretty anonymous at this point- 71% of voters have no opinion about Marshall and that goes up to 85% for Lewis and 86% for Cunningham. Against a generic Democratic opponent Burr currently leads just 41-39.

“So far this race is mirroring the 2008 Senate contest in North Carolina,” said Dean Debnam, President of Public Policy Polling. “We have an incumbent with weak approval ratings and a Democratic field full of unknowns, allowing the incumbent to hold a solid early lead. Whether Richard Burr will meet the same fate as Elizabeth Dole once the Democrats have a candidate remains to be seen.”

PPP will release its monthly numbers on Bev Perdue tomorrow.

PPP surveyed 878 North Carolina voters from March 12th to 15th. The survey’s margin of error is +/-3.3%. 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 Democratic Senator Kay Hagan's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve31% *Not Sure*.....25%
Disapprove.....44%

Q2 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.....37%
Not Sure.....28%

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 41%
Democrat 39%
Not Sure.....20%

Q4 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 4% *Not Sure*.....86%
Unfavorable.....10%

Q5 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..... 5%
Unfavorable 9%
Not Sure.....85%

Q6 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..... 17%
Unfavorable 12%
Not Sure..... 71%

Q7 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.....43%
Undecided.....25%

Q8 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.....43%
Undecided.....25%

Q9 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 36%
Burr.....41%
Undecided.....23%





Q10 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..... 47%
Someone else/Don't remember 6%

Q11 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..... 42%
Conservative..... 41%

Q12 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..... 5%
Education..... 9%
Economy and Jobs 53%
Taxes..... 5%
Moral and family values 14%
Health care 12%
Immigration..... 2%
Other..... 2%

Q13 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..... 14%
Suburban 27%
Rural..... 29%
Small Town..... 30%

Q14 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q15 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..... 35%
Independent/Other..... 18%

Q16 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%

Q17 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..... 26%
46 to 65..... 46%
Older than 65..... 18%





Q18

252.....	14%
336.....	19%
704.....	18%
828.....	15%
910.....	14%
919.....	21%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Hagan Approval				
Approve	31%	7%	58%	14%
Disapprove	44%	74%	12%	43%
Not Sure	25%	19%	29%	43%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Burr Approval				
Approve	35%	60%	10%	30%
Disapprove	37%	15%	61%	25%
Not Sure	28%	25%	29%	45%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Generic Ballot				
Burr	41%	75%	7%	41%
Democrat	39%	7%	74%	14%
Not Sure	20%	18%	19%	45%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Cunningham Favorability				
Favorable	4%	4%	5%	2%
Unfavorable	10%	12%	8%	9%
Not Sure	86%	84%	87%	90%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Lewis Favorability				
Favorable	5%	2%	9%	1%
Unfavorable	9%	10%	9%	4%
Not Sure	85%	87%	82%	95%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	17%	10%	25%	7%
Unfavorable	12%	16%	7%	22%
Not Sure	71%	74%	68%	72%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Cunningham/Burr				
Cunningham	32%	5%	62%	14%
Burr	43%	78%	8%	43%
Undecided	25%	17%	30%	43%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Lewis/Burr				
Lewis	32%	4%	63%	12%
Burr	43%	78%	7%	37%
Undecided	25%	18%	30%	51%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Marshall/Burr				
Marshall	36%	6%	68%	13%
Burr	41%	76%	7%	32%
Undecided	23%	18%	25%	55%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	31%	62%	39%	10%
Disapprove	44%	10%	32%	70%
Not Sure	25%	28%	29%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	35%	8%	25%	56%
Disapprove	37%	60%	45%	19%
Not Sure	28%	32%	29%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Ballot				
Burr	41%	9%	25%	71%
Democrat	39%	72%	52%	11%
Not Sure	20%	19%	23%	18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	4%	2%	6%	3%
Unfavorable	10%	6%	11%	11%
Not Sure	86%	92%	83%	86%

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis Favorability				
Favorable	5%	5%	7%	4%
Unfavorable	9%	6%	10%	10%
Not Sure	85%	89%	83%	86%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	17%	25%	21%	9%
Unfavorable	12%	7%	10%	17%
Not Sure	71%	68%	69%	74%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham/Burr				
Cunningham	32%	66%	41%	9%
Burr	43%	7%	30%	72%
Undecided	25%	27%	29%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis/Burr				
Lewis	32%	68%	41%	8%
Burr	43%	7%	27%	74%
Undecided	25%	25%	32%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall/Burr				
Marshall	36%	70%	45%	12%
Burr	41%	7%	27%	70%
Undecided	23%	23%	28%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	31%	41%	31%	28%	30%
Disapprove	44%	37%	40%	49%	44%
Not Sure	25%	21%	29%	23%	26%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	35%	23%	41%	35%	35%
Disapprove	37%	49%	32%	38%	35%
Not Sure	28%	28%	27%	27%	30%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Ballot					
Burr	41%	28%	44%	43%	42%
Democrat	39%	54%	36%	33%	39%
Not Sure	20%	17%	19%	24%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham Favorability					
Favorable	4%	3%	4%	3%	6%
Unfavorable	10%	9%	8%	15%	8%
Not Sure	86%	88%	88%	83%	86%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Lewis Favorability					
Favorable	5%	4%	5%	6%	5%
Unfavorable	9%	9%	8%	13%	7%
Not Sure	85%	87%	87%	80%	88%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	17%	24%	16%	17%	14%
Unfavorable	12%	9%	10%	18%	10%
Not Sure	71%	67%	74%	65%	76%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham/Burr					
Cunningham	32%	50%	26%	28%	34%
Burr	43%	29%	45%	45%	45%
Undecided	25%	21%	29%	27%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Lewis/Burr					
Lewis	32%	50%	28%	26%	33%
Burr	43%	28%	43%	48%	44%
Undecided	25%	22%	29%	26%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall/Burr					
Marshall	36%	55%	30%	34%	33%
Burr	41%	29%	42%	45%	43%
Undecided	23%	16%	27%	21%	24%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	31%	33%	30%
Disapprove	44%	37%	50%
Not Sure	25%	30%	20%





Crosstabs

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	35%	31%	40%
Disapprove	37%	35%	40%
Not Sure	28%	35%	21%

	Base	Gender	
		Woman	Man
Generic Ballot			
Burr	41%	35%	48%
Democrat	39%	41%	36%
Not Sure	20%	24%	16%

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	4%	3%	5%
Unfavorable	10%	7%	13%
Not Sure	86%	89%	82%

	Base	Gender	
		Woman	Man
Lewis Favorability			
Favorable	5%	3%	8%
Unfavorable	9%	8%	11%
Not Sure	85%	89%	81%





Crosstabs

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	17%	17%	16%
Unfavorable	12%	9%	16%
Not Sure	71%	74%	68%

	Base	Gender	
		Woman	Man
Cunningham/Burr			
Cunningham	32%	33%	31%
Burr	43%	39%	48%
Undecided	25%	28%	21%

	Base	Gender	
		Woman	Man
Lewis/Burr			
Lewis	32%	34%	30%
Burr	43%	37%	49%
Undecided	25%	29%	21%

	Base	Gender	
		Woman	Man
Marshall/Burr			
Marshall	36%	37%	34%
Burr	41%	35%	48%
Undecided	23%	28%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	31%	54%	6%	22%
Disapprove	44%	18%	76%	48%
Not Sure	25%	29%	18%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	35%	12%	64%	37%
Disapprove	37%	56%	12%	35%
Not Sure	28%	32%	23%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Ballot				
Burr	41%	10%	84%	39%
Democrat	39%	70%	2%	28%
Not Sure	20%	20%	14%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham Favorability				
Favorable	4%	5%	3%	3%
Unfavorable	10%	10%	10%	10%
Not Sure	86%	85%	87%	86%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Lewis Favorability				
Favorable	5%	9%	3%	2%
Unfavorable	9%	9%	9%	12%
Not Sure	85%	82%	89%	86%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	17%	25%	9%	10%
Unfavorable	12%	8%	17%	14%
Not Sure	71%	67%	74%	76%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham/Burr				
Cunningham	32%	59%	3%	20%
Burr	43%	14%	84%	40%
Undecided	25%	27%	13%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Lewis/Burr				
Lewis	32%	59%	3%	18%
Burr	43%	13%	85%	38%
Undecided	25%	28%	12%	44%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall/Burr				
Marshall	36%	64%	5%	21%
Burr	41%	12%	83%	37%
Undecided	23%	24%	12%	42%

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	31%	25%	57%	28%
Disapprove	44%	50%	17%	46%
Not Sure	25%	25%	25%	26%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	35%	41%	10%	26%
Disapprove	37%	32%	57%	44%
Not Sure	28%	27%	32%	30%

	Base	Race		
		White	African-American	Other
Generic Ballot				
Burr	41%	49%	11%	36%
Democrat	39%	31%	69%	29%
Not Sure	20%	20%	20%	36%





Crosstabs

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	4%	4%	3%	5%
Unfavorable	10%	10%	11%	9%
Not Sure	86%	86%	85%	86%

	Base	Race		
		White	African-American	Other
Lewis Favorability				
Favorable	5%	3%	14%	7%
Unfavorable	9%	10%	7%	7%
Not Sure	85%	87%	79%	86%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	17%	15%	22%	21%
Unfavorable	12%	13%	10%	16%
Not Sure	71%	72%	68%	63%

	Base	Race		
		White	African-American	Other
Cunningham/Burr				
Cunningham	32%	27%	56%	25%
Burr	43%	51%	13%	38%
Undecided	25%	22%	32%	38%





Crosstabs

	Base	Race		
		White	African-American	Other
Lewis/Burr				
Lewis	32%	25%	59%	21%
Burr	43%	51%	13%	39%
Undecided	25%	24%	28%	39%

	Base	Race		
		White	African-American	Other
Marshall/Burr				
Marshall	36%	29%	61%	27%
Burr	41%	50%	10%	38%
Undecided	23%	21%	28%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	31%	30%	30%	32%	31%
Disapprove	44%	40%	43%	45%	43%
Not Sure	25%	29%	27%	23%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	35%	34%	32%	34%	42%
Disapprove	37%	33%	34%	42%	32%
Not Sure	28%	32%	34%	25%	27%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Ballot					
Burr	41%	46%	39%	38%	49%
Democrat	39%	33%	39%	41%	35%
Not Sure	20%	21%	22%	21%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	4%	8%	5%	3%	3%
Unfavorable	10%	13%	11%	9%	10%
Not Sure	86%	79%	84%	88%	87%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis Favorability					
Favorable	5%	10%	6%	4%	4%
Unfavorable	9%	13%	9%	10%	8%
Not Sure	85%	77%	85%	86%	87%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	17%	17%	13%	16%	22%
Unfavorable	12%	18%	12%	10%	14%
Not Sure	71%	65%	74%	73%	64%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham/Burr					
Cunningham	32%	23%	34%	35%	29%
Burr	43%	44%	41%	40%	53%
Undecided	25%	33%	26%	25%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis/Burr					
Lewis	32%	21%	33%	34%	32%
Burr	43%	48%	39%	41%	50%
Undecided	25%	32%	28%	25%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall/Burr					
Marshall	36%	28%	34%	40%	33%
Burr	41%	42%	39%	39%	49%
Undecided	23%	30%	27%	21%	18%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	31%	37%	32%	26%	31%	25%	36%
Disapprove	44%	42%	48%	49%	40%	42%	40%
Not Sure	25%	21%	20%	25%	30%	32%	24%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	35%	34%	42%	31%	31%	29%	38%
Disapprove	37%	40%	33%	35%	46%	27%	41%
Not Sure	28%	25%	25%	33%	24%	44%	22%

	Base	Area Code					
		252	336	704	828	910	919
Generic Ballot							
Burr	41%	36%	47%	42%	41%	37%	41%
Democrat	39%	37%	37%	34%	44%	37%	43%
Not Sure	20%	27%	16%	24%	15%	26%	16%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	4%	6%	3%	3%	4%	3%	6%
Unfavorable	10%	12%	10%	10%	10%	6%	12%
Not Sure	86%	82%	86%	88%	86%	90%	83%

	Base	Area Code					
		252	336	704	828	910	919
Lewis Favorability							
Favorable	5%	10%	2%	9%	2%	4%	5%
Unfavorable	9%	11%	8%	17%	7%	6%	7%
Not Sure	85%	79%	90%	75%	91%	90%	87%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	17%	22%	15%	13%	9%	11%	28%
Unfavorable	12%	12%	13%	9%	13%	14%	12%
Not Sure	71%	67%	72%	77%	78%	75%	60%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham/Burr							
Cunningham	32%	31%	29%	24%	41%	31%	38%
Burr	43%	43%	51%	44%	38%	39%	41%
Undecided	25%	26%	20%	32%	21%	30%	21%

	Base	Area Code					
		252	336	704	828	910	919
Lewis/Burr							
Lewis	32%	32%	29%	24%	38%	31%	37%
Burr	43%	44%	48%	43%	41%	39%	41%
Undecided	25%	24%	23%	33%	21%	29%	21%

	Base	Area Code					
		252	336	704	828	910	919
Marshall/Burr							
Marshall	36%	39%	35%	28%	38%	34%	40%
Burr	41%	40%	45%	41%	42%	38%	40%
Undecided	23%	21%	20%	31%	20%	28%	20%

