

FOR IMMEDIATE RELEASE

May 2, 2010

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

Marshall lead continues in closing days

Raleigh, N.C. – Elaine Marshall continues to hold the lead in PPP’s final survey of the North Carolina Democratic Senate primary, but with 33% of voters still undecided it’s impossible to say who will come out ahead in Tuesday’s primary.

One thing that is clear is that it’s a two candidate race. Marshall has 28% to 21% for Cal Cunningham, and all the rest of the contenders are in single digits. Kenneth Lewis leads the second tier of candidates with 9%, followed by Marcus Williams at 4%, Ann Worthy at 3%, and Susan Harris at 2%.

Marshall’s lead is up from three points a week ago. That’s thanks largely to a shift among black voters. Where last week they gave Cunningham the lead they’re now leaning toward Marshall. She gets 21% of their votes to 13% for Lewis and 12% for Cunningham.

There are some positive signs for Cunningham in the numbers as well. 70% of his supporters are completely committed to voting for him, compared to only 60% of Marshall’s who express that sentiment. That makes his support more solid than hers. Also, the largest number of undecided voters is in Charlotte where Cunningham has been running tv ads and Marshall has not.

The race is right on the line right now between having a runoff or not. If the undecideds moved in allocation to their current preferences Marshall would lead 42-32, but there is no guarantee they’ll do that.

“Beyond the fact that Marshall and Cunningham will be the top two finishers on Tuesday we can’t say how this will shake out,” said Dean Debnam, President of Public Policy Polling. “The high level of undecideds mean you can’t count Cunningham out, and there’s still a distinct chance we’ll be going another seven weeks to get a winner.”

PPP surveyed 803 likely Democratic primary voters on May 1st and 2nd. The margin of error for the survey is +/-3.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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 The candidates for US Senate are Kenneth Lewis, Elaine Marshall, Marcus Williams, Ann Worthy, Cal Cunningham, and Susan Harris. If the primary was today, who would you vote for?

<i>Kenneth Lewis</i>	9%
<i>Elaine Marshall</i>	28%
<i>Marcus Williams</i>	4%
<i>Ann Worthy</i>	3%
<i>Cal Cunningham</i>	21%
<i>Susan Harris</i>	2%
<i>Undecided</i>	33%

Q2 Are you solidly committed to your current choice for Senate, or is there a chance you could change your mind between now and the election?

<i>Solidly committed</i>	61%
<i>Chance you could change your mind</i>	39%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

<i>Liberal</i>	31%
<i>Moderate</i>	46%
<i>Conservative</i>	23%

Q4 Who did you vote for President in 2008, or did you not vote or don't remember? If you voted for John McCain, press 1. If you voted for Barack Obama, press 2. If you didn't vote, press 3. If you don't remember or voted for someone else, press 4.

<i>McCain</i>	21%
<i>Obama</i>	75%
<i>Didn't Vote</i>	1%
<i>Don't Remember/Voted for Someone Else</i>	3%

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

<i>Woman</i>	56%
<i>Man</i>	44%

Q6 If you are a Democrat, press 1. If an independent, press 2.

<i>Democrat</i>	79%
<i>Independent</i>	21%

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

<i>White</i>	64%
<i>African-American</i>	32%
<i>Other</i>	4%

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.

<i>18 to 29</i>	10%
<i>30 to 45</i>	26%
<i>46 to 65</i>	38%
<i>Older than 65</i>	26%

Q9 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.

<i>Favorable</i>	20%
<i>Unfavorable</i>	15%
<i>Not Sure</i>	65%





Q10 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.

Yes 47%
No 14%
Not Sure..... 39%

Q11 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 36% Not Sure..... 48%
Unfavorable..... 16%

Q12 Which candidate did you hear the most about over the course of the primary campaign? If Kenneth Lewis, press 1. If Elaine Marshall, press 2. If Marcus Williams, press 3. If Ann Worthy, press 4. If Cal Cunningham, press 5. If Susan Harris, press 6.

Lewis 13%
Marshall 34%
Williams 6%
Worthy 4%
Cunningham 38%
Harris 6%

Q13 If there was a runoff election between Cal Cunningham and Elaine Marshall, who would you vote for? If Cal Cunningham, press 1. If Elaine Marshall, press 2. If you're undecided, press 3.

Cunningham 32%
Marshall 43%
Undecided..... 25%

Q14 Have you seen television ads for Cal Cunningham? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 46%
No 38%
Not Sure..... 16%

Q15 Have you seen television ads for Elaine Marshall? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 44%
No 44%
Not Sure..... 13%

Q16 Have you heard radio ads for Kenneth Lewis? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes 14%
No 69%
Not Sure..... 17%

Q17 How excited are you about casting your vote in the general election this fall? If very excited, press 1. If somewhat excited, press 2. If not very excited, press 3. If you're not sure, press 4.

Very Excited..... 45%
Somewhat Excited 26%
Not Very Excited 24%
Not Sure..... 5%





Q18 Do you support or oppose the health care bill President Obama signed in March? If you support it, press 1. If you oppose it, press 2. If you're not sure, press 3.

Support..... 69%
Oppose..... 23%
Not Sure..... 7%

Q19 Do you think the economy is improving, staying about the same, or getting worse right now? If improving, press 1. If staying about the same, press 2. If getting worse, press 3. If you're not sure, press 4.

Improving..... 56%
Staying about the same 29%
Getting worse..... 14%
Not Sure..... 2%

Q20

252..... 14%
 336..... 18%
 704..... 18%
 828..... 11%
 910..... 16%
 919..... 24%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Dem Senate Primary				
Kenneth Lewis	9%	10%	9%	6%
Elaine Marshall	28%	29%	32%	18%
Marcus Williams	4%	4%	3%	5%
Ann Worthy	3%	3%	2%	4%
Cal Cunningham	21%	22%	24%	15%
Susan Harris	2%	2%	1%	2%
Undecided	33%	30%	27%	50%

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis Favorability				
Favorable	20%	28%	20%	11%
Unfavorable	15%	12%	13%	23%
Not Sure	65%	61%	67%	66%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Yes	47%	56%	49%	30%
No	14%	9%	10%	30%
Not Sure	39%	35%	41%	40%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	36%	44%	35%	27%
Unfavorable	16%	14%	13%	25%
Not Sure	48%	42%	51%	48%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Candidate with most exposure				
Lewis	13%	14%	15%	7%
Marshall	34%	33%	35%	36%
Williams	6%	6%	5%	6%
Worthy	4%	2%	4%	6%
Cunningham	38%	41%	36%	38%
Harris	6%	5%	5%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Runoff				
Cunningham	32%	33%	33%	28%
Marshall	43%	46%	43%	38%
Undecided	25%	21%	23%	34%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham TV Ads				
Yes	46%	48%	46%	45%
No	38%	39%	41%	31%
Not Sure	16%	13%	14%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall TV Ads				
Yes	44%	39%	46%	45%
No	44%	50%	43%	35%
Not Sure	13%	11%	10%	20%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis Radio Ads				
Yes	14%	13%	15%	12%
No	69%	73%	72%	59%
Not Sure	17%	14%	13%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
Enthusiasm for Fall				
Very Excited	45%	49%	40%	50%
Somewhat Excited	26%	28%	29%	16%
Not Very Excited	24%	20%	25%	27%
Not Sure	5%	3%	6%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Health Care Bill				
Support	69%	87%	77%	28%
Oppose	23%	8%	15%	61%
Not Sure	7%	5%	8%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
Economy				
Improving	56%	73%	62%	18%
Staying about the same	29%	17%	29%	43%
Getting worse	14%	9%	7%	34%
Not Sure	2%	1%	1%	5%





Crosstabs

	Base	2008 Vote				Don't Remember/Voted for Someone Else
		McCain	Obama	Didn't Vote		
Dem Senate Primary						
Kenneth Lewis	9%	5%	10%	23%		12%
Elaine Marshall	28%	29%	28%	19%		35%
Marcus Williams	4%	4%	4%	16%		7%
Ann Worthy	3%	3%	3%	-		7%
Cal Cunningham	21%	16%	23%	6%		6%
Susan Harris	2%	2%	2%	16%		-
Undecided	33%	41%	31%	22%		32%

	Base	2008 Vote				Don't Remember/Voted for Someone Else
		McCain	Obama	Didn't Vote		
Lewis Favorability						
Favorable	20%	13%	23%	8%		14%
Unfavorable	15%	25%	12%	31%		4%
Not Sure	65%	62%	65%	62%		82%

	Base	2008 Vote				Don't Remember/Voted for Someone Else
		McCain	Obama	Didn't Vote		
Marshall Favorability						
Yes	47%	35%	50%	20%		54%
No	14%	30%	10%	31%		6%
Not Sure	39%	35%	40%	49%		40%

	Base	2008 Vote				Don't Remember/Voted for Someone Else
		McCain	Obama	Didn't Vote		
Cunningham Favorability						
Favorable	36%	29%	39%	13%		28%
Unfavorable	16%	33%	11%	25%		12%
Not Sure	48%	39%	50%	63%		60%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Candidate with most exposure					
Lewis	13%	9%	14%	10%	22%
Marshall	34%	32%	35%	41%	24%
Williams	6%	5%	6%	-	9%
Worthy	4%	3%	4%	-	9%
Cunningham	38%	41%	37%	27%	29%
Harris	6%	10%	4%	22%	7%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Runoff					
Cunningham	32%	28%	34%	17%	14%
Marshall	43%	42%	44%	37%	40%
Undecided	25%	30%	23%	46%	47%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Cunningham TV Ads					
Yes	46%	51%	45%	34%	47%
No	38%	32%	39%	50%	47%
Not Sure	16%	17%	16%	17%	7%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Marshall TV Ads					
Yes	44%	53%	41%	34%	47%
No	44%	38%	45%	50%	40%
Not Sure	13%	9%	14%	17%	14%





Crosstabs

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Lewis Radio Ads					
Yes	14%	15%	13%	9%	36%
No	69%	68%	70%	65%	42%
Not Sure	17%	17%	17%	26%	23%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Enthusiasm for Fall					
Very Excited	45%	48%	44%	57%	34%
Somewhat Excited	26%	15%	29%	9%	32%
Not Very Excited	24%	30%	22%	34%	25%
Not Sure	5%	7%	5%	-	9%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Health Care Bill					
Support	69%	7%	88%	28%	32%
Oppose	23%	79%	7%	56%	42%
Not Sure	7%	13%	5%	17%	26%

	Base	2008 Vote			
		McCain	Obama	Didn't Vote	Don't Remember/Voted for Someone Else
Economy					
Improving	56%	14%	68%	8%	49%
Staying about the same	29%	46%	24%	37%	26%
Getting worse	14%	38%	6%	56%	15%
Not Sure	2%	1%	2%	-	9%





Crosstabs

	Base	Gender	
		Woman	Man
Dem Senate Primary			
Kenneth Lewis	9%	9%	8%
Elaine Marshall	28%	32%	23%
Marcus Williams	4%	4%	4%
Ann Worthy	3%	3%	3%
Cal Cunningham	21%	18%	25%
Susan Harris	2%	2%	1%
Undecided	33%	32%	35%

	Base	Gender	
		Woman	Man
Lewis Favorability			
Favorable	20%	19%	22%
Unfavorable	15%	12%	19%
Not Sure	65%	69%	59%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Yes	47%	49%	44%
No	14%	10%	19%
Not Sure	39%	40%	38%

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	36%	34%	39%
Unfavorable	16%	13%	20%
Not Sure	48%	53%	42%





Crosstabs

	Base	Gender	
		Woman	Man
Candidate with most exposure			
Lewis	13%	13%	13%
Marshall	34%	37%	31%
Williams	6%	5%	7%
Worthy	4%	3%	4%
Cunningham	38%	36%	41%
Harris	6%	7%	4%

	Base	Gender	
		Woman	Man
Runoff			
Cunningham	32%	29%	36%
Marshall	43%	46%	39%
Undecided	25%	25%	25%

	Base	Gender	
		Woman	Man
Cunningham TV Ads			
Yes	46%	45%	49%
No	38%	38%	38%
Not Sure	16%	17%	14%

	Base	Gender	
		Woman	Man
Marshall TV Ads			
Yes	44%	42%	45%
No	44%	44%	43%
Not Sure	13%	14%	12%





Crosstabs

	Base	Gender	
		Woman	Man
Lewis Radio Ads			
Yes	14%	13%	15%
No	69%	69%	69%
Not Sure	17%	18%	16%

	Base	Gender	
		Woman	Man
Enthusiasm for Fall			
Very Excited	45%	41%	51%
Somewhat Excited	26%	28%	23%
Not Very Excited	24%	25%	22%
Not Sure	5%	6%	4%

	Base	Gender	
		Woman	Man
Health Care Bill			
Support	69%	71%	67%
Oppose	23%	21%	26%
Not Sure	7%	8%	7%

	Base	Gender	
		Woman	Man
Economy			
Improving	56%	55%	56%
Staying about the same	29%	29%	28%
Getting worse	14%	13%	15%
Not Sure	2%	3%	1%





Crosstabs

	Base	Party	
		Democrat	Independent
Dem Senate Primary			
Kenneth Lewis	9%	10%	5%
Elaine Marshall	28%	30%	19%
Marcus Williams	4%	4%	3%
Ann Worthy	3%	3%	4%
Cal Cunningham	21%	21%	23%
Susan Harris	2%	2%	2%
Undecided	33%	30%	45%

	Base	Party	
		Democrat	Independent
Lewis Favorability			
Favorable	20%	22%	15%
Unfavorable	15%	13%	21%
Not Sure	65%	65%	64%

	Base	Party	
		Democrat	Independent
Marshall Favorability			
Yes	47%	50%	34%
No	14%	12%	22%
Not Sure	39%	38%	44%

	Base	Party	
		Democrat	Independent
Cunningham Favorability			
Favorable	36%	38%	29%
Unfavorable	16%	14%	23%
Not Sure	48%	48%	48%





Crosstabs

	Base	Party	
		Democrat	Independent
Candidate with most exposure			
Lewis	13%	13%	13%
Marshall	34%	38%	20%
Williams	6%	5%	7%
Worthy	4%	3%	6%
Cunningham	38%	37%	42%
Harris	6%	4%	12%

	Base	Party	
		Democrat	Independent
Runoff			
Cunningham	32%	32%	32%
Marshall	43%	45%	36%
Undecided	25%	23%	32%

	Base	Party	
		Democrat	Independent
Cunningham TV Ads			
Yes	46%	47%	43%
No	38%	36%	44%
Not Sure	16%	17%	12%

	Base	Party	
		Democrat	Independent
Marshall TV Ads			
Yes	44%	47%	32%
No	44%	40%	58%
Not Sure	13%	14%	10%





Crosstabs

	Base	Party	
		Democrat	Independent
Lewis Radio Ads			
Yes	14%	14%	13%
No	69%	67%	76%
Not Sure	17%	18%	11%

	Base	Party	
		Democrat	Independent
Enthusiasm for Fall			
Very Excited	45%	44%	48%
Somewhat Excited	26%	27%	21%
Not Very Excited	24%	23%	27%
Not Sure	5%	6%	4%

	Base	Party	
		Democrat	Independent
Health Care Bill			
Support	69%	75%	49%
Oppose	23%	19%	40%
Not Sure	7%	7%	10%

	Base	Party	
		Democrat	Independent
Economy			
Improving	56%	60%	40%
Staying about the same	29%	27%	33%
Getting worse	14%	11%	25%
Not Sure	2%	2%	2%





Crosstabs

	Base	Race		
		White	African-American	Other
Dem Senate Primary				
Kenneth Lewis	9%	7%	13%	10%
Elaine Marshall	28%	32%	21%	21%
Marcus Williams	4%	2%	8%	6%
Ann Worthy	3%	2%	3%	10%
Cal Cunningham	21%	27%	12%	7%
Susan Harris	2%	2%	2%	3%
Undecided	33%	29%	40%	43%

	Base	Race		
		White	African-American	Other
Lewis Favorability				
Favorable	20%	19%	25%	10%
Unfavorable	15%	14%	16%	21%
Not Sure	65%	67%	59%	69%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Yes	47%	52%	39%	26%
No	14%	13%	16%	21%
Not Sure	39%	35%	45%	53%

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	36%	42%	26%	12%
Unfavorable	16%	13%	22%	18%
Not Sure	48%	45%	52%	70%





Crosstabs

	Base	Race		
		White	African-American	Other
Candidate with most exposure				
Lewis	13%	11%	16%	23%
Marshall	34%	33%	39%	15%
Williams	6%	3%	9%	20%
Worthy	4%	2%	6%	11%
Cunningham	38%	47%	22%	15%
Harris	6%	4%	8%	16%

	Base	Race		
		White	African-American	Other
Runoff				
Cunningham	32%	37%	24%	11%
Marshall	43%	40%	51%	38%
Undecided	25%	23%	26%	51%

	Base	Race		
		White	African-American	Other
Cunningham TV Ads				
Yes	46%	51%	39%	32%
No	38%	37%	39%	38%
Not Sure	16%	12%	22%	29%

	Base	Race		
		White	African-American	Other
Marshall TV Ads				
Yes	44%	45%	44%	17%
No	44%	47%	37%	54%
Not Sure	13%	9%	20%	29%





Crosstabs

	Base	Race		
		White	African-American	Other
Lewis Radio Ads				
Yes	14%	10%	21%	20%
No	69%	78%	55%	40%
Not Sure	17%	12%	24%	40%

	Base	Race		
		White	African-American	Other
Enthusiasm for Fall				
Very Excited	45%	43%	51%	37%
Somewhat Excited	26%	26%	26%	25%
Not Very Excited	24%	26%	18%	29%
Not Sure	5%	5%	6%	9%

	Base	Race		
		White	African-American	Other
Health Care Bill				
Support	69%	63%	83%	55%
Oppose	23%	28%	12%	28%
Not Sure	7%	8%	5%	17%

	Base	Race		
		White	African-American	Other
Economy				
Improving	56%	55%	58%	53%
Staying about the same	29%	29%	30%	16%
Getting worse	14%	16%	8%	31%
Not Sure	2%	1%	5%	-





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dem Senate Primary					
Kenneth Lewis	9%	7%	12%	10%	6%
Elaine Marshall	28%	16%	30%	28%	31%
Marcus Williams	4%	9%	4%	4%	3%
Ann Worthy	3%	5%	3%	3%	2%
Cal Cunningham	21%	16%	20%	22%	23%
Susan Harris	2%	7%	1%	2%	0%
Undecided	33%	40%	30%	32%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis Favorability					
Favorable	20%	15%	24%	22%	17%
Unfavorable	15%	40%	15%	12%	10%
Not Sure	65%	45%	61%	66%	73%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Yes	47%	32%	51%	48%	46%
No	14%	34%	11%	13%	12%
Not Sure	39%	34%	38%	39%	43%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	36%	24%	34%	36%	42%
Unfavorable	16%	41%	12%	14%	14%
Not Sure	48%	35%	54%	49%	44%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Candidate with most exposure					
Lewis	13%	9%	20%	11%	10%
Marshall	34%	43%	35%	34%	30%
Williams	6%	3%	5%	8%	4%
Worthy	4%	6%	2%	3%	5%
Cunningham	38%	29%	34%	38%	46%
Harris	6%	11%	4%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Runoff					
Cunningham	32%	31%	27%	33%	37%
Marshall	43%	50%	43%	44%	39%
Undecided	25%	19%	30%	24%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham TV Ads					
Yes	46%	34%	42%	50%	50%
No	38%	47%	47%	39%	24%
Not Sure	16%	19%	11%	12%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall TV Ads					
Yes	44%	45%	36%	45%	49%
No	44%	45%	52%	45%	33%
Not Sure	13%	10%	12%	11%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis Radio Ads					
Yes	14%	16%	18%	13%	9%
No	69%	68%	71%	72%	64%
Not Sure	17%	16%	11%	15%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Enthusiasm for Fall					
Very Excited	45%	58%	40%	43%	48%
Somewhat Excited	26%	13%	27%	27%	27%
Not Very Excited	24%	26%	22%	27%	20%
Not Sure	5%	3%	10%	3%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Health Care Bill					
Support	69%	52%	74%	73%	66%
Oppose	23%	45%	20%	19%	24%
Not Sure	7%	3%	5%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Economy					
Improving	56%	32%	57%	60%	57%
Staying about the same	29%	29%	35%	27%	24%
Getting worse	14%	29%	8%	12%	16%
Not Sure	2%	10%	-	1%	2%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Dem Senate Primary							
Kenneth Lewis	9%	8%	8%	7%	7%	8%	13%
Elaine Marshall	28%	34%	27%	23%	23%	21%	36%
Marcus Williams	4%	5%	3%	4%	3%	6%	3%
Ann Worthy	3%	4%	2%	4%	5%	4%	1%
Cal Cunningham	21%	20%	28%	14%	24%	19%	23%
Susan Harris	2%	3%	3%	2%	-	1%	1%
Undecided	33%	26%	30%	46%	38%	41%	24%

	Base	Area Code					
		252	336	704	828	910	919
Lewis Favorability							
Favorable	20%	16%	19%	19%	15%	20%	28%
Unfavorable	15%	14%	19%	10%	17%	19%	11%
Not Sure	65%	70%	62%	71%	68%	60%	61%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Yes	47%	52%	47%	35%	36%	43%	59%
No	14%	9%	22%	12%	12%	15%	13%
Not Sure	39%	38%	31%	53%	51%	41%	28%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	36%	43%	47%	23%	29%	28%	42%
Unfavorable	16%	16%	19%	12%	10%	21%	17%
Not Sure	48%	40%	34%	65%	61%	52%	42%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Candidate with most exposure							
Lewis	13%	14%	11%	16%	14%	13%	11%
Marshall	34%	29%	36%	32%	33%	34%	39%
Williams	6%	9%	2%	8%	7%	8%	3%
Worthy	4%	2%	6%	3%	5%	4%	3%
Cunningham	38%	40%	40%	33%	35%	38%	41%
Harris	6%	7%	5%	9%	6%	3%	4%

	Base	Area Code					
		252	336	704	828	910	919
Runoff							
Cunningham	32%	32%	37%	32%	38%	28%	30%
Marshall	43%	44%	36%	36%	41%	51%	48%
Undecided	25%	24%	28%	32%	21%	21%	22%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham TV Ads							
Yes	46%	57%	45%	36%	36%	50%	50%
No	38%	24%	42%	52%	44%	28%	37%
Not Sure	16%	19%	13%	12%	20%	22%	13%

	Base	Area Code					
		252	336	704	828	910	919
Marshall TV Ads							
Yes	44%	46%	49%	24%	30%	49%	53%
No	44%	39%	40%	62%	55%	34%	38%
Not Sure	13%	15%	11%	14%	15%	16%	9%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Lewis Radio Ads							
Yes	14%	9%	13%	14%	7%	16%	18%
No	69%	72%	75%	70%	72%	59%	68%
Not Sure	17%	19%	11%	17%	21%	25%	13%

	Base	Area Code					
		252	336	704	828	910	919
Enthusiasm for Fall							
Very Excited	45%	47%	46%	50%	38%	48%	42%
Somewhat Excited	26%	22%	24%	23%	37%	26%	26%
Not Very Excited	24%	25%	27%	19%	24%	18%	28%
Not Sure	5%	5%	4%	9%	-	8%	4%

	Base	Area Code					
		252	336	704	828	910	919
Health Care Bill							
Support	69%	57%	66%	64%	76%	69%	79%
Oppose	23%	32%	30%	25%	18%	27%	12%
Not Sure	7%	11%	3%	11%	5%	5%	9%

	Base	Area Code					
		252	336	704	828	910	919
Economy							
Improving	56%	54%	52%	59%	55%	58%	56%
Staying about the same	29%	27%	31%	25%	32%	25%	32%
Getting worse	14%	16%	17%	14%	8%	16%	11%
Not Sure	2%	3%	1%	2%	4%	1%	1%

