

FOR IMMEDIATE RELEASE

May 11, 2010

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Burr Narrowly Leads Marshall, Cunningham

Raleigh, N.C. – Despite improving his job performance ratings from a month ago, Senator Richard Burr is now in a near tie with Elaine Marshall and barely ahead of Cal Cunningham following the May 4 primary.

Marshall now trails Burr only 43-42, versus 43-37 last month. Cunningham lags 44-39 after losing 43-35 in April. Marshall does slightly better with Democrats and independents and about the same with Republicans as Cunningham.

North Carolina voters' opinions of how Burr is handling his job inched upward from a negative 32-41 in early April to 37-40 now. Kay Hagan also went from 34-44 to 36-42. Both improved their margins among independents, Burr from -12 to -1, and Hagan from -27 to -5. Burr also improved slightly among fellow Republicans.

Cunningham has raised his profile slightly more than has Marshall, and voters have broken evenly for and against him since April. Now 16% express a favorable opinion of Cunningham to 18% unfavorable, as opposed to only 5-8 in April. Marshall is still in positive territory, at 23-20, but voters split somewhat against her, from 19-11 last month.

Marshall is a more polarizing candidate, with significantly better favorability numbers with Democrats and much worse numbers with Republicans than Cunningham, but that could be a factor of the impression among both parties' voters that Marshall was the winner of the primary and the inevitable challenger to Burr. PPP will release numbers on the June 22 runoff tomorrow.

“For months Richard Burr’s lead over Elaine Marshall and Cal Cunningham was artificially inflated because of their low name recognition,” said Dean Debnam, President of Public Policy Polling. “With the primary campaign under their belts both Democrats are now looking very competitive for the fall.”

PPP surveyed 631 North Carolina voters from May 8th to 10th. 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.

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 Democratic Senator Kay Hagan's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve36% *Not Sure*.....22%
Disapprove.....42%

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 37%
Disapprove.....40%
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 16% *Not Sure*.....66%
Unfavorable..... 18%

Q4 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.....23%
Unfavorable20%
Not Sure.....56%

Q5 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 39%
Burr.....44%
Undecided..... 17%

Q6 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 42%
Burr.....43%
Undecided..... 15%

Q7 How excited are you about casting your vote in the general election this fall?

Very excited.....52%
Somewhat excited27%
Not very excited.....16%
Not sure..... 4%

Q8 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.....41%
Conservative.....43%

Q9 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%
Suburban30%
Rural.....27%
Small Town.....29%

Q10 If you are a woman, press 1, if a man, press 2.

Woman54%
Man.....46%





Q11 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 48%
Republican..... 35%
Independent/Other..... 16%

Q12 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 74%
African-American 22%
Other..... 4%

Q13 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..... 22%
46 to 65..... 44%
Older than 65..... 24%

Q14

252..... 12%
 336..... 18%
 704..... 21%
 828..... 14%
 910..... 13%
 919..... 22%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	36%	63%	48%	14%
Disapprove	42%	15%	27%	68%
Not Sure	22%	22%	25%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	37%	14%	24%	58%
Disapprove	40%	70%	51%	18%
Not Sure	23%	17%	25%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	16%	24%	19%	11%
Unfavorable	18%	20%	15%	20%
Not Sure	66%	56%	67%	69%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	23%	42%	29%	10%
Unfavorable	20%	8%	17%	28%
Not Sure	56%	50%	53%	62%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham/Burr				
Cunningham	39%	76%	54%	11%
Burr	44%	14%	26%	72%
Undecided	17%	10%	20%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall/Burr				
Marshall	42%	80%	59%	12%
Burr	43%	10%	24%	74%
Undecided	15%	9%	17%	14%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	36%	46%	40%	30%	33%
Disapprove	42%	32%	40%	47%	46%
Not Sure	22%	22%	20%	23%	22%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	37%	28%	37%	40%	38%
Disapprove	40%	57%	41%	34%	36%
Not Sure	23%	15%	22%	26%	26%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham Favorability					
Favorable	16%	23%	17%	12%	16%
Unfavorable	18%	21%	15%	20%	16%
Not Sure	66%	55%	67%	68%	68%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	23%	29%	29%	19%	19%
Unfavorable	20%	21%	15%	23%	23%
Not Sure	56%	51%	56%	59%	58%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham/Burr					
Cunningham	39%	54%	40%	34%	35%
Burr	44%	36%	44%	44%	47%
Undecided	17%	9%	15%	22%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall/Burr					
Marshall	42%	60%	44%	36%	37%
Burr	43%	33%	43%	46%	46%
Undecided	15%	7%	12%	18%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	36%	35%	37%
Disapprove	42%	38%	47%
Not Sure	22%	27%	15%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	37%	34%	40%
Disapprove	40%	37%	43%
Not Sure	23%	29%	17%

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	16%	17%	15%
Unfavorable	18%	13%	24%
Not Sure	66%	70%	61%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	23%	24%	22%
Unfavorable	20%	15%	27%
Not Sure	56%	61%	51%





Crosstabs

	Base	Gender	
		Woman	Man
Cunningham/Burr			
Cunningham	39%	39%	39%
Burr	44%	41%	48%
Undecided	17%	21%	13%

	Base	Gender	
		Woman	Man
Marshall/Burr			
Marshall	42%	40%	44%
Burr	43%	42%	45%
Undecided	15%	18%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	36%	55%	9%	36%
Disapprove	42%	19%	75%	41%
Not Sure	22%	26%	16%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	37%	16%	65%	38%
Disapprove	40%	59%	14%	39%
Not Sure	23%	25%	21%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham Favorability				
Favorable	16%	22%	11%	11%
Unfavorable	18%	19%	18%	16%
Not Sure	66%	59%	72%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	23%	36%	6%	21%
Unfavorable	20%	13%	32%	16%
Not Sure	57%	51%	62%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham/Burr				
Cunningham	39%	64%	7%	32%
Burr	44%	19%	80%	41%
Undecided	17%	17%	13%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall/Burr				
Marshall	42%	70%	6%	38%
Burr	43%	13%	86%	40%
Undecided	15%	16%	8%	22%





Crosstabs

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	36%	27%	62%	63%
Disapprove	42%	53%	8%	29%
Not Sure	22%	20%	30%	8%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	37%	45%	13%	20%
Disapprove	40%	33%	54%	80%
Not Sure	23%	22%	33%	-

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	16%	17%	16%	8%
Unfavorable	18%	18%	16%	16%
Not Sure	66%	65%	69%	76%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	23%	21%	30%	29%
Unfavorable	20%	23%	13%	13%
Not Sure	56%	56%	57%	58%





Crosstabs

	Base	Race		
		White	African-American	Other
Cunningham/Burr				
Cunningham	39%	32%	59%	55%
Burr	44%	54%	12%	32%
Undecided	17%	14%	28%	13%

	Base	Race		
		White	African-American	Other
Marshall/Burr				
Marshall	42%	32%	71%	68%
Burr	43%	55%	6%	24%
Undecided	15%	12%	23%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	36%	50%	38%	33%	33%
Disapprove	42%	26%	39%	46%	46%
Not Sure	22%	24%	23%	21%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	37%	32%	35%	36%	42%
Disapprove	40%	35%	42%	40%	39%
Not Sure	23%	32%	23%	24%	20%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	16%	12%	19%	15%	17%
Unfavorable	18%	24%	19%	16%	18%
Not Sure	66%	65%	63%	69%	64%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	23%	24%	22%	23%	24%
Unfavorable	20%	26%	19%	20%	21%
Not Sure	56%	50%	60%	57%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham/Burr					
Cunningham	39%	35%	41%	39%	38%
Burr	44%	29%	42%	45%	49%
Undecided	17%	35%	17%	16%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall/Burr					
Marshall	42%	44%	46%	41%	40%
Burr	43%	29%	39%	45%	49%
Undecided	15%	26%	15%	14%	11%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	36%	33%	33%	40%	33%	34%	39%
Disapprove	42%	42%	45%	41%	52%	40%	38%
Not Sure	22%	25%	22%	19%	15%	25%	24%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	37%	39%	36%	36%	39%	34%	38%
Disapprove	40%	29%	48%	38%	39%	35%	43%
Not Sure	23%	31%	17%	26%	22%	30%	19%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	16%	13%	21%	15%	16%	11%	19%
Unfavorable	18%	21%	19%	14%	14%	17%	21%
Not Sure	66%	66%	60%	71%	70%	72%	60%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	23%	23%	17%	22%	31%	17%	28%
Unfavorable	20%	15%	23%	22%	19%	22%	19%
Not Sure	56%	62%	59%	57%	50%	60%	53%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Cunningham/Burr							
Cunningham	39%	31%	40%	42%	39%	34%	42%
Burr	44%	40%	44%	45%	49%	41%	43%
Undecided	17%	28%	16%	13%	12%	25%	15%

	Base	Area Code					
		252	336	704	828	910	919
Marshall/Burr							
Marshall	42%	36%	39%	47%	38%	40%	46%
Burr	43%	41%	49%	39%	48%	42%	42%
Undecided	15%	23%	12%	14%	14%	18%	11%

