

**FOR IMMEDIATE RELEASE**

**May 12, 2010**

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

## **Marshall and Cunningham Tied in N.C. Senate Runoff**

**Raleigh, N.C.** – Just a week after besting Cal Cunningham by nine points in the initial primary, Elaine Marshall is now tied with Cunningham at 36% in the runoff to face Richard Burr in November.

There is an enthusiasm gap between the two candidates' supporters. Among the 49% who are very excited to vote in November, Cunningham leads 46-31. Among the 38% who are somewhat excited and the 11% who are not very excited, Marshall leads 42-31 and 28-18, respectively.

Cunningham leads among the 62% of likely voters who are white, 43-32, while Marshall leads with the 33% share of the electorate which is African American, 44-22. Among the 41% who are aged 46-65, Cunningham leads 43-30, but Marshall leads by five or eleven points in all other age groups.

Marshall is still the most popular candidate among Democratic runoff voters, with a 49-9 favorability rating to Cunningham's 35-14.

Despite Marshall's argument that North Carolina voters do not want Washington Democrats to pick their candidate for them, it seems to be a good thing to be seen as the DSCC's choice. Voters are split, 33 who say Cunningham and 32 Marshall, on who they think is that choice to begin with. Among those who think it is Marshall, she has a 73% favorability rating and leads Cunningham 74-11. Among those who think the DSCC backs Cunningham, he has a 74% favorability mark and beats Marshall 82-12.

"Next month's runoff election is likely to see even lower turnout than last week's primary," said Dean Debnam, President of Public Policy Polling. "We're finding that Cunningham's supporters are more enthusiastic than Marshall's, and that could allow him to close the gap from last week's results between now and the runoff."

PPP surveyed 445 likely Senate runoff voters from May 8<sup>th</sup> to 10<sup>th</sup>. The survey's margin of error is +/-4.6%. 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 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*..... 35% *Not Sure*..... 52%  
*Unfavorable*..... 14%

**Q2** 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*..... 49%  
*Unfavorable* ..... 9%  
*Not Sure*..... 41%

**Q3** Do you think that Cal Cunningham or Elaine Marshall is the preferred candidate of national Democratic leaders in the US Senate race?

*Cal Cunningham*..... 33%  
*Elaine Marshall* ..... 32%  
*Not sure*..... 36%

**Q4** How excited are you about casting your vote in the general election this fall?

*Very excited*..... 49%  
*Somewhat excited* ..... 38%  
*Not very excited*..... 11%  
*Not sure* ..... 2%

**Q5** Generally speaking do you vote in Democratic or Republican primaries, or do you not vote in primaries? If you vote in Democratic primaries, press 1. If Republican primaries, press 2. If you don't vote in primaries, press 3.

*Democratic*.....100%  
*Republican*..... 0%  
*N/A*..... 0%

**Q6** How likely are you to vote in the June 22nd runoff election for US Senate?

*Certain to vote* ..... 71%  
*Will probably vote* ..... 29%  
*Chances are fifty-fifty*..... 0%  
*Will not vote* ..... 0%

**Q7** The candidates in the Democratic runoff for US Senate are Cal Cunningham and Elaine Marshall. If the runoff was today, who would you vote for?

*Cal Cunningham* ..... 36%  
*Elaine Marshall* ..... 36%  
*Undecided*..... 28%

**Q8** 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*..... 17%  
*Obama* ..... 79%  
*Someone else/Don't remember* ..... 4%

**Q9** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 30%  
*Moderate*..... 52%  
*Conservative*..... 17%

**Q10** 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*..... 20%  
*Suburban* ..... 25%  
*Rural* ..... 31%  
*Small Town*..... 24%





**Q11** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 60%

*Man*..... 40%

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

*White* ..... 62%

*African-American* ..... 33%

*Other*..... 5%

**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*..... 12%

*30 to 45*..... 25%

*46 to 65*..... 41%

*Older than 65*..... 22%

**Q14**

*252*..... 13%

*336*..... 18%

*704*..... 18%

*828*..... 13%

*910*..... 14%

*919*..... 25%





**Crosstabs**

	Base	DSCC Candidate		
		Cal Cunningham	Elaine Marshall	Not sure
<b>Cunningham Favorability</b>				
Favorable	35%	74%	19%	12%
Unfavorable	14%	8%	24%	10%
Not Sure	52%	18%	57%	77%

	Base	DSCC Candidate		
		Cal Cunningham	Elaine Marshall	Not sure
<b>Marshall Favorability</b>				
Favorable	49%	59%	73%	20%
Unfavorable	9%	13%	5%	10%
Not Sure	41%	28%	22%	71%

	Base	DSCC Candidate		
		Cal Cunningham	Elaine Marshall	Not sure
<b>Senate Runoff</b>				
Cal Cunningham	36%	82%	11%	17%
Elaine Marshall	36%	12%	74%	23%
Undecided	28%	5%	15%	60%

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Cunningham Favorability</b>					
Favorable	35%	40%	33%	22%	-
Unfavorable	14%	17%	10%	17%	-
Not Sure	52%	43%	57%	61%	100%





**Crosstabs**

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Marshall Favorability</b>					
<b>Favorable</b>	49%	51%	52%	39%	15%
<b>Unfavorable</b>	9%	10%	7%	9%	34%
<b>Not Sure</b>	41%	39%	41%	52%	51%

	Base	Voter Enthusiasm			
		Very excited	Somewhat excited	Not very excited	Not sure
<b>Senate Runoff</b>					
<b>Cal Cunningham</b>	36%	46%	31%	18%	-
<b>Elaine Marshall</b>	36%	31%	42%	28%	64%
<b>Undecided</b>	28%	23%	26%	54%	36%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Cunningham Favorability</b>				
<b>Favorable</b>	35%	42%	34%	7%
<b>Unfavorable</b>	14%	12%	14%	17%
<b>Not Sure</b>	52%	45%	52%	76%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Marshall Favorability</b>				
<b>Favorable</b>	49%	31%	54%	29%
<b>Unfavorable</b>	9%	13%	9%	11%
<b>Not Sure</b>	41%	56%	37%	60%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
<b>Senate Runoff</b>				
<b>Cal Cunningham</b>	36%	45%	36%	15%
<b>Elaine Marshall</b>	36%	14%	42%	7%
<b>Undecided</b>	28%	41%	22%	78%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham Favorability</b>				
<b>Favorable</b>	35%	33%	37%	31%
<b>Unfavorable</b>	14%	13%	15%	12%
<b>Not Sure</b>	52%	54%	48%	57%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall Favorability</b>				
<b>Favorable</b>	49%	55%	53%	27%
<b>Unfavorable</b>	9%	5%	10%	15%
<b>Not Sure</b>	41%	40%	37%	58%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Senate Runoff</b>				
<b>Cal Cunningham</b>	36%	35%	37%	38%
<b>Elaine Marshall</b>	36%	40%	37%	25%
<b>Undecided</b>	28%	25%	27%	37%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham Favorability</b>					
<b>Favorable</b>	35%	33%	25%	35%	46%
<b>Unfavorable</b>	14%	24%	14%	13%	7%
<b>Not Sure</b>	52%	43%	61%	53%	47%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall Favorability</b>					
<b>Favorable</b>	49%	54%	51%	41%	55%
<b>Unfavorable</b>	9%	5%	6%	15%	11%
<b>Not Sure</b>	41%	41%	43%	44%	35%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Senate Runoff</b>					
<b>Cal Cunningham</b>	36%	37%	19%	44%	44%
<b>Elaine Marshall</b>	36%	41%	45%	28%	31%
<b>Undecided</b>	28%	22%	35%	28%	25%

	Base	Gender	
		Woman	Man
<b>Cunningham Favorability</b>			
<b>Favorable</b>	35%	33%	37%
<b>Unfavorable</b>	14%	11%	18%
<b>Not Sure</b>	52%	56%	45%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Marshall Favorability</b>			
<b>Favorable</b>	49%	48%	52%
<b>Unfavorable</b>	9%	9%	10%
<b>Not Sure</b>	41%	44%	38%

	Base	Gender	
		Woman	Man
<b>Senate Runoff</b>			
<b>Cal Cunningham</b>	36%	29%	47%
<b>Elaine Marshall</b>	36%	35%	37%
<b>Undecided</b>	28%	36%	16%

	Base	Race		
		White	African-American	Other
<b>Cunningham Favorability</b>				
<b>Favorable</b>	35%	40%	25%	29%
<b>Unfavorable</b>	14%	13%	15%	16%
<b>Not Sure</b>	52%	47%	60%	55%

	Base	Race		
		White	African-American	Other
<b>Marshall Favorability</b>				
<b>Favorable</b>	49%	53%	46%	29%
<b>Unfavorable</b>	9%	8%	12%	12%
<b>Not Sure</b>	41%	39%	42%	59%







**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Senate Runoff</b>				
<b>Cal Cunningham</b>	36%	43%	22%	43%
<b>Elaine Marshall</b>	36%	32%	44%	23%
<b>Undecided</b>	28%	24%	33%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham Favorability</b>					
<b>Favorable</b>	35%	33%	35%	36%	32%
<b>Unfavorable</b>	14%	17%	20%	9%	14%
<b>Not Sure</b>	52%	50%	45%	55%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall Favorability</b>					
<b>Favorable</b>	49%	61%	53%	42%	53%
<b>Unfavorable</b>	9%	11%	15%	7%	6%
<b>Not Sure</b>	41%	28%	33%	51%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Senate Runoff</b>					
<b>Cal Cunningham</b>	36%	39%	33%	43%	27%
<b>Elaine Marshall</b>	36%	50%	38%	30%	38%
<b>Undecided</b>	28%	11%	30%	28%	35%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham Favorability</b>							
<b>Favorable</b>	35%	22%	50%	18%	33%	44%	36%
<b>Unfavorable</b>	14%	29%	7%	12%	2%	25%	12%
<b>Not Sure</b>	52%	48%	43%	70%	64%	31%	51%

	Base	Area Code					
		252	336	704	828	910	919
<b>Marshall Favorability</b>							
<b>Favorable</b>	49%	37%	49%	42%	51%	40%	65%
<b>Unfavorable</b>	9%	16%	12%	6%	3%	14%	7%
<b>Not Sure</b>	41%	47%	39%	52%	45%	46%	27%

	Base	Area Code					
		252	336	704	828	910	919
<b>Senate Runoff</b>							
<b>Cal Cunningham</b>	36%	30%	47%	33%	29%	40%	36%
<b>Elaine Marshall</b>	36%	31%	30%	29%	42%	35%	45%
<b>Undecided</b>	28%	39%	23%	39%	28%	25%	19%

