



FOR IMMEDIATE RELEASE

June 8, 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

Marshall and Cunningham Lose Name Recognition

Raleigh, NC- Both Elaine Marshall and Cal Cunningham have lost name recognition during their run-off campaign for the Democratic Senate nomination. Compared to a poll taken just one week following the primary election, both Marshall and Cunningham's popularity and recognition across the state have decreased, especially in the Charlotte area and western North Carolina.

Seventy-four percent of voters in North Carolina are unsure of their opinion of Cunningham and 62 percent of Marshall. This is an increase from 66 and 56 percent respectively in the week following the primary election. Voter turnout is typically lower in run-off elections as voter interest decreases. But both Cunningham and Marshall need to rally voters to wage a successful campaign against Republican Senator Richard Burr.

Burr's approval ratings are still poor but continue to rise steadily. Burr has widened his lead against both Marshall and Cunningham, edging over Marshall 46- 39 and Cunningham 46- 35.

Senator Kay Hagan maintains poor approval ratings. Consistent with national trends, an overwhelming majority of voters who disapprove of Hagan identify as conservatives.

"The impressions Cunningham and Marshall made during the primary seem to be temporary, not long lasting" said Dean Debnam, President of Public Policy Polling. "That could prove to be beneficial to Senator Burr."

PPP will release numbers tomorrow looking at how voters in the state are viewing the Legislature.

PPP surveyed 601 North Carolina voters from June 4th- 6th. 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?
Approve34% *Not Sure*.....27%
Disapprove.....39%
- Q2** Do you approve or disapprove of Republican Senator Richard Burr's job performance?
Approve 35%
Disapprove..... 37%
Not Sure..... 28%
- Q3** How would you rate Richard Burr's job performance on a scale of 1 to 9, with 9 being the highest approval and 1 being the lowest. Please push the number for the rating you would give Senator Burr.
 1..... 16%
 2..... 8%
 3..... 8%
 4..... 11%
 5..... 23%
 6..... 9%
 7..... 13%
 8..... 5%
 9..... 7%
- Q4** Do you have a favorable or unfavorable opinion of Cal Cunningham?
Favorable 12% *Not Sure*..... 74%
Unfavorable..... 13%
- Q5** Do you have a favorable or unfavorable opinion of Elaine Marshall?
Favorable..... 21%
Unfavorable 16%
Not Sure..... 62%
- Q6** If the candidates for US Senate next year were Democrat Cal Cunningham and Republican Richard Burr, who would you vote for?
Cal Cunningham 35%
Richard Burr..... 46%
Undecided..... 19%
- Q7** If the candidates for US Senate next year were Democrat Elaine Marshall and Republican Richard Burr, who would you vote for?
Elaine Marshall 39%
Richard Burr..... 46%
Undecided..... 16%
- Q8** Who did you vote for President last year?
John McCain..... 46%
Barack Obama..... 47%
Someone else/Don't remember 7%
- Q9** Would you describe yourself as a liberal, moderate, or conservative?
Liberal..... 18%
Moderate..... 40%
Conservative..... 42%
- Q10** Would you describe the community you live in as urban, suburban, rural, or a small town?
Urban..... 14%
Suburban 32%
Rural 27%
Small Town..... 28%
- Q11** If you are a woman, press 1, if a man, press 2.
Woman 55%
Man..... 45%





Q12 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..... 34%
Independent/Other..... 19%

Q13 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 75%
African-American 22%
Other..... 3%

Q14 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..... 8%
30 to 45..... 25%
46 to 65..... 47%
Older than 65..... 20%

Q15

252..... 12%
336..... 22%
704..... 18%
828..... 12%
910..... 14%
919..... 23%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hagan Approval				
Approve	34%	10%	60%	16%
Disapprove	39%	68%	11%	35%
Not Sure	27%	22%	29%	48%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	35%	61%	10%	32%
Disapprove	37%	14%	60%	37%
Not Sure	28%	25%	30%	31%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr 1-9				
1	16%	7%	24%	20%
2	8%	5%	11%	8%
3	8%	4%	12%	11%
4	11%	9%	13%	8%
5	23%	23%	23%	25%
6	9%	10%	7%	8%
7	13%	22%	4%	15%
8	5%	7%	2%	4%
9	7%	13%	3%	1%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Cunningham Favorability				
Favorable	12%	6%	18%	12%
Unfavorable	13%	17%	10%	14%
Not Sure	74%	77%	72%	75%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	21%	11%	32%	17%
Unfavorable	16%	25%	8%	12%
Not Sure	62%	64%	59%	71%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Cunningham/Burr				
Cal Cunningham	35%	6%	64%	33%
Richard Burr	46%	81%	10%	53%
Undecided	19%	12%	26%	14%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall/Burr				
Elaine Marshall	39%	8%	69%	41%
Richard Burr	46%	82%	9%	51%
Undecided	16%	11%	22%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	34%	69%	37%	17%
Disapprove	39%	10%	28%	60%
Not Sure	27%	20%	34%	23%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	35%	11%	23%	56%
Disapprove	37%	65%	46%	17%
Not Sure	28%	24%	31%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr 1-9				
1	16%	35%	14%	9%
2	8%	12%	10%	4%
3	8%	9%	11%	6%
4	11%	11%	15%	7%
5	23%	27%	21%	23%
6	9%	-	11%	10%
7	13%	4%	9%	21%
8	5%	2%	5%	6%
9	7%	-	4%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	12%	26%	14%	5%
Unfavorable	13%	8%	16%	14%
Not Sure	74%	66%	71%	81%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	21%	39%	24%	12%
Unfavorable	16%	10%	14%	21%
Not Sure	62%	51%	62%	67%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham/Burr				
Cal Cunningham	35%	74%	41%	13%
Richard Burr	46%	11%	32%	73%
Undecided	19%	15%	27%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall/Burr				
Elaine Marshall	39%	78%	47%	14%
Richard Burr	45%	11%	31%	74%
Undecided	16%	11%	22%	12%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	34%	44%	35%	30%	32%
Disapprove	38%	31%	41%	39%	39%
Not Sure	27%	25%	24%	31%	29%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	35%	26%	39%	31%	38%
Disapprove	37%	46%	36%	39%	31%
Not Sure	28%	28%	24%	30%	31%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr 1-9					
1	16%	22%	13%	11%	21%
2	8%	6%	7%	8%	10%
3	8%	7%	7%	14%	5%
4	11%	13%	12%	10%	9%
5	23%	15%	24%	23%	26%
6	9%	9%	8%	9%	9%
7	14%	16%	14%	15%	11%
8	5%	4%	6%	4%	4%
9	7%	8%	9%	6%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham Favorability					
Favorable	12%	12%	13%	12%	12%
Unfavorable	13%	8%	13%	12%	15%
Not Sure	75%	79%	74%	76%	73%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	22%	25%	23%	17%	22%
Unfavorable	16%	11%	16%	17%	17%
Not Sure	63%	64%	61%	66%	60%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham/Burr					
Cal Cunningham	36%	47%	34%	33%	34%
Richard Burr	46%	36%	48%	49%	45%
Undecided	19%	16%	18%	18%	21%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall/Burr					
Elaine Marshall	39%	57%	40%	33%	34%
Richard Burr	45%	37%	46%	47%	47%
Undecided	16%	7%	14%	19%	19%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	34%	37%	31%
Disapprove	39%	34%	44%
Not Sure	27%	29%	25%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	35%	30%	40%
Disapprove	37%	38%	36%
Not Sure	28%	31%	24%

	Base	Gender	
		Woman	Man
Burr 1-9			
1	16%	17%	15%
2	8%	7%	9%
3	8%	8%	8%
4	11%	13%	8%
5	23%	22%	25%
6	9%	10%	7%
7	13%	13%	14%
8	5%	4%	6%
9	7%	6%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	12%	13%	11%
Unfavorable	13%	12%	15%
Not Sure	74%	74%	75%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	21%	23%	20%
Unfavorable	16%	14%	19%
Not Sure	62%	64%	61%

	Base	Gender	
		Woman	Man
Cunningham/Burr			
Cal Cunningham	35%	37%	33%
Richard Burr	46%	42%	50%
Undecided	19%	21%	17%

	Base	Gender	
		Woman	Man
Marshall/Burr			
Elaine Marshall	39%	42%	34%
Richard Burr	46%	41%	51%
Undecided	16%	17%	15%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	34%	56%	9%	27%
Disapprove	39%	15%	72%	39%
Not Sure	27%	29%	19%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	35%	14%	66%	32%
Disapprove	37%	55%	10%	40%
Not Sure	28%	31%	24%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr 1-9				
1	16%	23%	7%	14%
2	8%	10%	4%	10%
3	8%	12%	3%	8%
4	11%	13%	7%	11%
5	23%	22%	23%	27%
6	9%	8%	11%	6%
7	13%	6%	24%	14%
8	5%	2%	10%	4%
9	7%	5%	11%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham Favorability				
Favorable	12%	18%	7%	9%
Unfavorable	13%	12%	16%	13%
Not Sure	74%	71%	77%	78%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	21%	34%	7%	15%
Unfavorable	16%	10%	25%	17%
Not Sure	62%	56%	68%	68%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham/Burr				
Cal Cunningham	35%	56%	7%	33%
Richard Burr	46%	18%	84%	46%
Undecided	19%	25%	9%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall/Burr				
Elaine Marshall	39%	65%	5%	33%
Richard Burr	46%	15%	87%	46%
Undecided	16%	20%	7%	21%

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	34%	27%	57%	43%
Disapprove	39%	46%	16%	34%
Not Sure	27%	27%	28%	23%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	35%	41%	14%	36%
Disapprove	37%	32%	52%	48%
Not Sure	28%	27%	34%	15%

	Base	Race		
		White	African-American	Other
Burr 1-9				
1	16%	15%	21%	6%
2	8%	7%	10%	10%
3	8%	7%	10%	32%
4	11%	11%	10%	4%
5	23%	23%	25%	23%
6	9%	9%	6%	-
7	13%	16%	7%	-
8	5%	4%	4%	22%
9	7%	8%	6%	4%

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	12%	12%	14%	7%
Unfavorable	13%	12%	18%	17%
Not Sure	74%	76%	68%	77%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	21%	20%	27%	3%
Unfavorable	16%	17%	13%	27%
Not Sure	62%	63%	60%	69%





Crosstabs

	Base	Race		
		White	African-American	Other
Cunningham/Burr				
Cal Cunningham	35%	30%	55%	24%
Richard Burr	46%	55%	16%	39%
Undecided	19%	15%	29%	37%

	Base	Race		
		White	African-American	Other
Marshall/Burr				
Elaine Marshall	39%	32%	61%	33%
Richard Burr	46%	56%	11%	42%
Undecided	16%	12%	27%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	34%	38%	36%	34%	32%
Disapprove	39%	33%	33%	42%	40%
Not Sure	27%	29%	31%	24%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	35%	25%	34%	35%	40%
Disapprove	37%	38%	36%	39%	33%
Not Sure	28%	38%	29%	26%	27%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr 1-9					
1	16%	17%	19%	15%	13%
2	8%	4%	6%	10%	8%
3	8%	-	5%	11%	9%
4	11%	8%	9%	11%	13%
5	23%	42%	25%	21%	17%
6	9%	8%	7%	9%	10%
7	13%	13%	19%	10%	15%
8	5%	4%	3%	4%	9%
9	7%	4%	7%	8%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	12%	13%	6%	14%	15%
Unfavorable	13%	21%	12%	13%	12%
Not Sure	74%	67%	82%	72%	73%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	21%	13%	14%	24%	28%
Unfavorable	16%	21%	16%	16%	16%
Not Sure	62%	67%	70%	60%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham/Burr					
Cal Cunningham	35%	21%	35%	37%	38%
Richard Burr	46%	38%	49%	45%	47%
Undecided	19%	42%	16%	18%	15%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall/Burr					
Elaine Marshall	39%	25%	38%	40%	40%
Richard Burr	46%	33%	46%	47%	48%
Undecided	16%	42%	16%	13%	12%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	34%	33%	39%	30%	29%	33%	37%
Disapprove	39%	41%	42%	38%	34%	44%	35%
Not Sure	27%	26%	19%	32%	38%	22%	28%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	35%	22%	52%	31%	33%	28%	34%
Disapprove	37%	39%	29%	31%	36%	44%	45%
Not Sure	28%	40%	19%	39%	30%	28%	21%

	Base	Area Code					
		252	336	704	828	910	919
Burr 1-9							
1	16%	17%	12%	13%	21%	16%	19%
2	8%	9%	4%	9%	7%	13%	8%
3	8%	14%	4%	10%	9%	11%	6%
4	11%	9%	10%	14%	14%	8%	9%
5	23%	30%	21%	24%	21%	25%	21%
6	9%	7%	11%	8%	13%	7%	6%
7	13%	6%	24%	12%	9%	6%	14%
8	5%	7%	8%	5%	-	3%	5%
9	7%	1%	6%	4%	6%	11%	12%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	12%	12%	15%	4%	7%	10%	21%
Unfavorable	13%	15%	20%	6%	12%	15%	12%
Not Sure	74%	73%	65%	90%	81%	76%	67%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	21%	26%	15%	12%	16%	21%	35%
Unfavorable	16%	15%	22%	8%	13%	22%	15%
Not Sure	62%	59%	62%	79%	70%	57%	50%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham/Burr							
Cal Cunningham	35%	33%	28%	34%	34%	33%	46%
Richard Burr	46%	34%	57%	45%	49%	42%	42%
Undecided	19%	32%	15%	21%	18%	24%	12%

	Base	Area Code					
		252	336	704	828	910	919
Marshall/Burr							
Elaine Marshall	39%	36%	30%	41%	31%	41%	48%
Richard Burr	46%	36%	56%	42%	52%	41%	43%
Undecided	16%	28%	14%	17%	17%	18%	9%

