

FOR IMMEDIATE RELEASE

July 6th, 2010

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

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Unknown Candidates and Undecided Voters in the North Carolina Senate Race

The North Carolina Senate race is far from decided. Currently, Senator Richard Burr leads Elaine Marshall 38 to 33. But with 20% of voters currently undecided the candidates have a long way to go win this election.

Many voters have yet to form an opinion on either of the candidates. 28% of North Carolina voters are unsure of their opinion of Senator Burr and 58% of Marshall.

While more voters know Senator Burr, more disapprove. 39% of North Carolinians give the Senator low marks and only 34% approve of his work in Washington. The North Carolinians who do know Marshall have a more favorable opinion than they do of the sitting Senator: 22 to 20%.

Still Marshall is weak even amongst Democrats. 54% of Democrats have yet to form an opinion on their party's nominee, even after a runoff election. Democrats represent the largest group of undecided voters; 22% of Democrats, 17% of Republicans and 18% of Independents are yet to make up their minds. In the upcoming months Marshall must connect with her base to have hopes of winning this election.

While Burr enjoys the security of strong Republican support, North Carolinians think Senator Burr is less visible than Former Senator Elizabeth Dole. If history is telling, Burr will need to exponentially increase his visibility to win over the undecided voters and ultimately win the election.

Freshman Senator Kay Hagan isn't enjoying high approval ratings from North Carolinas. 33% of voters approve of Senator Hagan, 41 disapprove and 26 are unsure.

"We are four months out from the election and with a fifth of voters undecided, it is anyone's game at this point," said Dean Debnam, President of Public Policy Polling. "Both candidates, especially Marshall need to increase visibility and energize voters to ensure their victory."

PPP surveyed 502 North Carolina voters from June 26-27. The survey's margin of error is +/- 4.4%. 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?
Approve33% *Not Sure*.....26%
Disapprove.....41%
- Q2** Do you approve or disapprove of Republican Senator Richard Burr's job performance?
Approve 34%
Disapprove..... 39%
Not Sure..... 28%
- Q3** Do you have a favorable or unfavorable opinion of Elaine Marshall?
Favorable..... 22%
Unfavorable 20%
Not Sure..... 58%
- Q4** Do you have a favorable or unfavorable opinion of Michael Beitler? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.
Favorable..... 6%
Unfavorable 11%
Not Sure..... 83%
- Q5** The candidates for US Senate this fall are Republican Richard Burr, Democrat Elaine Marshall, and Libertarian Michael Beitler. If the election was today, who would you vote for? If Richard Burr, press 1. If Elaine Marshall, press 2. If Michael Beitler, press 3. If you're undecided, press 4
Burr 38%
Marshall 33%
Beitler 10%
Undecided..... 20%
- Q6** Who do you think has been a more visible Senator in North Carolina: Elizabeth Dole or Richard Burr? If Elizabeth Dole, press 1. If Richard Burr, press 2. If you're not sure, press 3.
Dole 41%
Burr..... 32%
Not Sure..... 27%
- Q7** Who did you vote for President last year?
John McCain..... 47%
Barack Obama..... 45%
Someone else/Don't remember 9%
- Q8** Would you describe yourself as a liberal, moderate, or conservative?
Liberal..... 19%
Moderate..... 38%
Conservative..... 44%
- Q9** Would you describe the community you live in as urban, suburban, rural, or a small town?
Urban..... 11%
Suburban 27%
Rural..... 29%
Small Town..... 32%
- Q10** If you are a woman, press 1, if a man, press 2.
Woman 57%
Man..... 43%
- 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 46%
Republican..... 36%
Independent/Other 18%





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

White 75%
African-American 20%
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..... 26%
46 to 65..... 40%
Older than 65..... 22%

Q14

252..... 14%
 336..... 20%
 704..... 18%
 828..... 15%
 910..... 13%
 919..... 18%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hagan Approval				
Approve	33%	8%	63%	13%
Disapprove	41%	69%	11%	48%
Not Sure	26%	23%	26%	39%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	34%	55%	11%	32%
Disapprove	39%	18%	61%	33%
Not Sure	28%	27%	28%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	22%	7%	40%	6%
Unfavorable	20%	30%	8%	25%
Not Sure	58%	62%	51%	69%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Beitler Favorability				
Favorable	6%	4%	8%	6%
Unfavorable	11%	9%	11%	23%
Not Sure	83%	87%	81%	71%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Horse Race				
Burr	38%	68%	8%	29%
Marshall	33%	7%	64%	10%
Beitler	10%	8%	8%	26%
Undecided	20%	17%	20%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
More Visible Senator				
Dole	41%	44%	38%	41%
Burr	32%	40%	22%	38%
Not Sure	27%	16%	40%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	33%	59%	46%	11%
Disapprove	41%	20%	22%	67%
Not Sure	26%	21%	32%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	34%	19%	22%	50%
Disapprove	39%	55%	48%	23%
Not Sure	28%	25%	30%	27%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	22%	33%	29%	11%
Unfavorable	20%	12%	13%	30%
Not Sure	58%	54%	58%	59%

	Base	Ideology		
		Liberal	Moderate	Conservative
Beitler Favorability				
Favorable	6%	4%	7%	6%
Unfavorable	11%	12%	9%	12%
Not Sure	83%	85%	84%	81%

	Base	Ideology		
		Liberal	Moderate	Conservative
Horse Race				
Burr	38%	15%	22%	62%
Marshall	33%	57%	46%	11%
Beitler	10%	12%	11%	7%
Undecided	20%	16%	21%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
More Visible Senator				
Dole	41%	47%	41%	38%
Burr	32%	20%	30%	38%
Not Sure	27%	33%	29%	24%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	33%	41%	36%	29%	32%
Disapprove	41%	34%	39%	47%	40%
Not Sure	26%	25%	25%	24%	29%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	34%	34%	27%	32%	41%
Disapprove	39%	49%	45%	35%	32%
Not Sure	28%	17%	28%	33%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	22%	35%	22%	21%	18%
Unfavorable	20%	23%	23%	22%	15%
Not Sure	58%	42%	55%	58%	67%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Beitler Favorability					
Favorable	6%	-	6%	8%	7%
Unfavorable	11%	16%	11%	11%	9%
Not Sure	83%	84%	83%	81%	84%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Horse Race					
Burr	38%	34%	37%	39%	39%
Marshall	33%	41%	37%	29%	29%
Beitler	10%	7%	9%	10%	10%
Undecided	20%	18%	17%	22%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
More Visible Senator					
Dole	41%	43%	44%	36%	42%
Burr	32%	31%	35%	31%	31%
Not Sure	27%	27%	21%	34%	27%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	33%	36%	29%
Disapprove	41%	34%	50%
Not Sure	26%	30%	20%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	34%	29%	40%
Disapprove	39%	35%	43%
Not Sure	28%	36%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	22%	24%	20%
Unfavorable	20%	15%	27%
Not Sure	58%	62%	53%

	Base	Gender	
		Woman	Man
Beitler Favorability			
Favorable	6%	7%	5%
Unfavorable	11%	8%	15%
Not Sure	83%	85%	80%

	Base	Gender	
		Woman	Man
Horse Race			
Burr	38%	33%	44%
Marshall	33%	34%	32%
Beitler	10%	11%	8%
Undecided	20%	22%	17%

	Base	Gender	
		Woman	Man
More Visible Senator			
Dole	41%	38%	44%
Burr	32%	31%	34%
Not Sure	27%	31%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	33%	56%	6%	29%
Disapprove	41%	18%	70%	40%
Not Sure	26%	26%	24%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	34%	15%	61%	27%
Disapprove	39%	55%	17%	40%
Not Sure	28%	30%	22%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	22%	33%	7%	23%
Unfavorable	20%	13%	31%	17%
Not Sure	58%	54%	62%	60%

	Base	Party		
		Democrat	Republican	Independent/Other
Beitler Favorability				
Favorable	6%	5%	6%	9%
Unfavorable	11%	11%	12%	9%
Not Sure	83%	84%	82%	82%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Horse Race				
Burr	38%	14%	74%	27%
Marshall	33%	57%	5%	29%
Beitler	10%	7%	4%	26%
Undecided	20%	22%	17%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
More Visible Senator				
Dole	41%	38%	43%	43%
Burr	32%	25%	40%	34%
Not Sure	27%	37%	17%	23%

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	33%	27%	55%	34%
Disapprove	41%	48%	14%	47%
Not Sure	26%	25%	30%	19%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	34%	39%	13%	33%
Disapprove	39%	34%	52%	48%
Not Sure	28%	27%	35%	19%





Crosstabs

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	22%	18%	36%	23%
Unfavorable	20%	22%	18%	6%
Not Sure	58%	60%	46%	71%

	Base	Race		
		White	African-American	Other
Beitler Favorability				
Favorable	6%	4%	14%	10%
Unfavorable	11%	10%	15%	6%
Not Sure	83%	86%	71%	84%

	Base	Race		
		White	African-American	Other
Horse Race				
Burr	38%	45%	9%	42%
Marshall	33%	29%	50%	21%
Beitler	10%	9%	14%	3%
Undecided	20%	17%	27%	34%

	Base	Race		
		White	African-American	Other
More Visible Senator				
Dole	41%	44%	33%	30%
Burr	32%	34%	21%	44%
Not Sure	27%	22%	46%	26%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	33%	32%	30%	36%	33%
Disapprove	41%	46%	41%	41%	38%
Not Sure	26%	21%	30%	23%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	34%	36%	36%	31%	34%
Disapprove	39%	36%	33%	44%	38%
Not Sure	28%	29%	31%	25%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	22%	25%	13%	24%	26%
Unfavorable	20%	18%	15%	24%	21%
Not Sure	58%	57%	72%	52%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beitler Favorability					
Favorable	6%	11%	4%	8%	4%
Unfavorable	11%	7%	12%	10%	14%
Not Sure	83%	82%	84%	82%	82%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Horse Race					
Burr	38%	25%	41%	37%	41%
Marshall	33%	36%	29%	33%	34%
Beitler	10%	18%	12%	7%	7%
Undecided	20%	21%	17%	22%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More Visible Senator					
Dole	41%	57%	34%	41%	39%
Burr	32%	25%	29%	34%	34%
Not Sure	27%	18%	37%	24%	27%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	33%	38%	31%	26%	31%	26%	45%
Disapprove	41%	37%	48%	48%	40%	34%	35%
Not Sure	26%	25%	21%	25%	29%	40%	20%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	34%	37%	45%	37%	30%	22%	26%
Disapprove	39%	37%	35%	34%	33%	41%	52%
Not Sure	28%	27%	20%	29%	37%	37%	22%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	22%	25%	19%	13%	13%	25%	37%
Unfavorable	20%	14%	22%	19%	16%	23%	25%
Not Sure	58%	61%	59%	68%	70%	53%	38%

	Base	Area Code					
		252	336	704	828	910	919
Beitler Favorability							
Favorable	6%	10%	10%	7%	3%	6%	1%
Unfavorable	11%	8%	15%	5%	9%	13%	15%
Not Sure	83%	82%	75%	88%	88%	81%	84%

	Base	Area Code					
		252	336	704	828	910	919
Horse Race							
Burr	38%	32%	54%	39%	35%	39%	25%
Marshall	33%	33%	26%	27%	35%	29%	47%
Beitler	10%	11%	5%	18%	7%	8%	8%
Undecided	20%	24%	16%	16%	23%	23%	20%

	Base	Area Code					
		252	336	704	828	910	919
More Visible Senator							
Dole	41%	39%	31%	51%	40%	40%	44%
Burr	32%	29%	44%	30%	33%	27%	25%
Not Sure	27%	31%	26%	19%	27%	32%	31%

