

**FOR IMMEDIATE RELEASE**

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**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**

## **Slight improvement in Burr numbers**

**Raleigh, N.C.** – A month after trailing a generic Democrat 41-38, Richard Burr has retaken the lead by a 40-38 margin, perhaps a result of decreasing support for the President's agenda in the state.

Burr's approval rating is at 36%, with 29% of voters in the state disapproving. He receives support from 60% of Republicans, 33% of independents, and 21% of Democrats.

Tested in contests against likely Democratic candidates Cal Cunningham and Kenneth Lewis, Burr leads by margins of 40-31 and 42-31 respectively.

Although Burr's numbers are better than they were a month ago, they compare unfavorably to Elizabeth Dole's at this same point in the election cycle two years ago. At that time her approval was 46%, and she led eventual opponent Kay Hagan 43-27 in a then hypothetical contest.

"Burr's status doesn't change much from month to month," said Dean Debnam, President of Public Policy Polling. "His approval is continually in the mid-30s and he's basically in a tossup on the generic ballot. Of course the Democrats won't take advantage of Burr's weak numbers until that generic Democrat becomes a living, breathing one."

Burr does hold a ten point lead among independents on the generic ballot, an early indication Republicans may do well with them in next year's election. That lead expands to 17 or 18 points for him against Cunningham and Lewis.

PPP will release numbers Friday looking at NC's favorite Senators for the last 23 years.

PPP surveyed 767 North Carolina voters from July 10<sup>th</sup> to 12<sup>th</sup>. The survey's margin of error is +/-3.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## North Carolina Survey Results

**Q1** 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* ..... 36%  
*Disapprove*..... 29%  
*Not Sure*..... 35%

**Q2** Generally speaking, next year would you vote to reelect Republican Richard Burr or vote for his Democratic opponent? If you would vote for Burr, press 1. If you would vote for his Democratic opponent, press 2. If you're not sure, press 3.

*Burr*..... 40%  
*Democrat*..... 38%  
*Not Sure*..... 23%

**Q3** 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* ..... 31%  
*Burr*..... 40%  
*Undecided*..... 29%

**Q4** If the candidates for US Senate next year were Democrat Kenneth Lewis and Republican Richard Burr, who would you vote for? If Kenneth Lewis, press 1. If Richard Burr, press 2. If you're undecided, press 3.

*Lewis* ..... 31%  
*Burr*..... 42%  
*Undecided*..... 27%

**Q5** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 14%  
*Moderate*..... 47%  
*Conservative*..... 39%

**Q6** 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*..... 13%  
*Suburban*..... 27%  
*Rural*..... 26%  
*Small Town*..... 34%

**Q7** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%

**Q8** 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*..... 33%  
*Independent/Other*..... 20%

**Q9** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 78%  
*African-American* ..... 19%  
*Other*..... 3%





**Q10** 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.....	11%
30 to 45.....	26%
46 to 65.....	42%
Older than 65.....	21%

**Q11**

252.....	12%
336.....	21%
704.....	17%
828.....	15%
910.....	17%
919.....	17%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Approval</b>				
<b>Approve</b>	<b>36%</b>	16%	30%	50%
<b>Disapprove</b>	<b>29%</b>	45%	33%	18%
<b>Not Sure</b>	<b>35%</b>	39%	37%	31%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Ballot</b>				
<b>Burr</b>	<b>40%</b>	12%	28%	63%
<b>Democrat</b>	<b>38%</b>	75%	45%	16%
<b>Not Sure</b>	<b>23%</b>	12%	27%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	<b>31%</b>	62%	38%	13%
<b>Burr</b>	<b>40%</b>	11%	30%	64%
<b>Undecided</b>	<b>29%</b>	27%	33%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lewis/Burr</b>				
<b>Lewis</b>	<b>31%</b>	62%	37%	13%
<b>Burr</b>	<b>42%</b>	13%	29%	67%
<b>Undecided</b>	<b>27%</b>	24%	34%	20%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Approval</b>					
<b>Approve</b>	36%	42%	33%	40%	33%
<b>Disapprove</b>	29%	31%	30%	24%	31%
<b>Not Sure</b>	35%	27%	37%	36%	36%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Ballot</b>					
<b>Burr</b>	40%	34%	39%	47%	37%
<b>Democrat</b>	38%	46%	39%	31%	38%
<b>Not Sure</b>	23%	20%	22%	22%	25%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	31%	34%	34%	28%	30%
<b>Burr</b>	40%	33%	38%	47%	40%
<b>Undecided</b>	29%	33%	27%	25%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lewis/Burr</b>					
<b>Lewis</b>	31%	34%	34%	27%	31%
<b>Burr</b>	42%	34%	40%	47%	42%
<b>Undecided</b>	27%	32%	26%	25%	27%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	36%	32%	40%
<b>Disapprove</b>	29%	24%	35%
<b>Not Sure</b>	35%	44%	25%

	Base	Gender	
		Woman	Man
<b>Generic Ballot</b>			
<b>Burr</b>	40%	33%	47%
<b>Democrat</b>	38%	40%	34%
<b>Not Sure</b>	23%	26%	18%

	Base	Gender	
		Woman	Man
<b>Cunningham/Burr</b>			
<b>Cunningham</b>	31%	31%	32%
<b>Burr</b>	40%	35%	47%
<b>Undecided</b>	29%	35%	22%

	Base	Gender	
		Woman	Man
<b>Lewis/Burr</b>			
<b>Lewis</b>	31%	32%	30%
<b>Burr</b>	42%	35%	50%
<b>Undecided</b>	27%	33%	21%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	36%	21%	60%	33%
<b>Disapprove</b>	29%	40%	10%	35%
<b>Not Sure</b>	35%	39%	31%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Ballot</b>				
<b>Burr</b>	40%	13%	79%	38%
<b>Democrat</b>	38%	65%	5%	28%
<b>Not Sure</b>	23%	22%	16%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	31%	52%	7%	21%
<b>Burr</b>	40%	15%	78%	39%
<b>Undecided</b>	29%	33%	15%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	54%	5%	22%
<b>Burr</b>	42%	15%	82%	39%
<b>Undecided</b>	27%	31%	13%	39%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	36%	41%	16%	25%
<b>Disapprove</b>	29%	25%	45%	38%
<b>Not Sure</b>	35%	34%	39%	37%

	Base	Race		
		White	African-American	Other
<b>Generic Ballot</b>				
<b>Burr</b>	40%	48%	9%	21%
<b>Democrat</b>	38%	29%	71%	53%
<b>Not Sure</b>	23%	23%	20%	27%

	Base	Race		
		White	African-American	Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	31%	26%	53%	32%
<b>Burr</b>	40%	48%	14%	17%
<b>Undecided</b>	29%	27%	33%	51%

	Base	Race		
		White	African-American	Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	31%	25%	56%	41%
<b>Burr</b>	42%	50%	13%	17%
<b>Undecided</b>	27%	26%	31%	42%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	36%	30%	35%	36%	41%
<b>Disapprove</b>	29%	37%	29%	30%	22%
<b>Not Sure</b>	35%	33%	36%	34%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Ballot</b>					
<b>Burr</b>	40%	25%	34%	44%	46%
<b>Democrat</b>	38%	43%	40%	37%	34%
<b>Not Sure</b>	23%	32%	26%	19%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	31%	33%	35%	30%	26%
<b>Burr</b>	40%	33%	34%	43%	47%
<b>Undecided</b>	29%	33%	30%	27%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lewis/Burr</b>					
<b>Lewis</b>	31%	31%	34%	31%	28%
<b>Burr</b>	42%	37%	35%	44%	48%
<b>Undecided</b>	27%	31%	32%	25%	23%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	36%	25%	49%	25%	35%	34%	43%
<b>Disapprove</b>	29%	31%	24%	27%	26%	40%	28%
<b>Not Sure</b>	35%	44%	28%	48%	39%	27%	29%

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Ballot</b>							
<b>Burr</b>	40%	34%	47%	32%	39%	37%	46%
<b>Democrat</b>	38%	42%	30%	39%	37%	42%	38%
<b>Not Sure</b>	23%	24%	22%	30%	24%	20%	15%

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham/Burr</b>							
<b>Cunningham</b>	31%	40%	25%	32%	34%	35%	26%
<b>Burr</b>	40%	35%	44%	31%	42%	35%	51%
<b>Undecided</b>	29%	25%	30%	37%	24%	30%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lewis/Burr</b>							
<b>Lewis</b>	31%	42%	24%	32%	32%	36%	27%
<b>Burr</b>	42%	37%	47%	34%	41%	38%	50%
<b>Undecided</b>	27%	21%	29%	34%	26%	26%	23%

