

**FOR IMMEDIATE RELEASE**

**August 3, 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 Within Two Points of Burr**

**Raleigh, N.C.** – Democratic candidate Elaine Marshall has inched closer to North Carolina's incumbent Republican Senator Richard Burr by consolidating support from her party's faithful. Burr's support in the horse race has stagnated, but his job approval numbers are the worst PPP has ever recorded.

Burr gets 39% to Marshall's 37%. Libertarian nominee Michael Beitler remains a minor factor, pulling 7% after July's 10%. 17% are undecided.

For the first time this year, Democrats disapprove of Burr's job performance more than Republicans approve, 62% to 57%, for an overall 32-44 figure that shows a net-negative 7-point marginal swing since last month's 34-39 showing. His standing with independents is roughly the same, 33-45 now, versus July's 27-40.

Marshall's personal favorability is essentially unchanged from July, 23-19 versus 22-20. As in the horserace, her support has increased among Democrats and decreased slightly among independents. Republicans remain unmoved.

In an interesting but predictable contradiction that could have hurt Burr had he fielded a significant primary challenge but that will not likely hurt him now, North Carolinians, by a 58-25 margin, say they are less likely to vote for a candidate who voted for the \$700 billion bank bailout than say they are more likely. 17% say it would make no difference. Burr voted for the bill; Marshall, obviously, did not. But while Democrats are split but leaning to "more likely," 40-36, Republicans are overwhelmingly inclined to vote against a pro-TARP candidate, 84-8. Independents say the same, but only by a 66-19 margin.

"Elaine Marshall is still little known, so this race is all about Richard Burr, the most vulnerable Republican incumbent in the country," said Dean Debnam, President of Public Policy Polling.

PPP surveyed 624 North Carolina voters from July 27<sup>th</sup> to 31<sup>st</sup>. 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?  
*Approve* .....33% *Not Sure*.....22%  
*Disapprove*.....45%
- Q2** Do you approve or disapprove of Republican Senator Richard Burr's job performance?  
*Approve* ..... 32%  
*Disapprove*..... 44%  
*Not Sure*..... 24%
- Q3** Do you have a favorable or unfavorable opinion of Elaine Marshall?  
*Favorable*..... 23%  
*Unfavorable* ..... 19%  
*Not Sure*..... 58%
- Q4** Do you have a favorable or unfavorable opinion of Michael Beitler?  
*Favorable*..... 6%  
*Unfavorable* ..... 13%  
*Not Sure*..... 81%
- 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?  
*Richard Burr*..... 39%  
*Elaine Marshall* ..... 37%  
*Michael Beitler* ..... 7%  
*Undecided*..... 17%
- Q6** Are you more or less likely to vote for a candidate who voted for the federal government's 700 billion dollar bailout of the nation's troubled financial institutions?  
*More likely*..... 25%  
*Less likely* ..... 58%  
*Doesn't make a difference either way* ..... 17%
- Q7** Who did you vote for President last year?  
*John McCain*..... 47%  
*Barack Obama*..... 47%  
*Someone else/Don't remember* ..... 6%
- Q8** Would you describe yourself as a liberal, moderate, or conservative?  
*Liberal*..... 17%  
*Moderate*..... 36%  
*Conservative*..... 48%
- Q9** Would you describe the community you live in as urban, suburban, rural, or a small town?  
*Urban*..... 14%  
*Suburban* ..... 30%  
*Rural*..... 27%  
*Small Town*..... 29%
- Q10** If you are a woman, press 1. If a man, press 2.  
*Woman* ..... 50%  
*Man*..... 50%
- 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*..... 34%  
*Independent/Other*..... 20%
- Q12** If you are white, press 1. If African-American, press 2. If other, press 3.  
*White* ..... 76%  
*African-American* ..... 21%  
*Other*..... 3%





**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.....	6%
30 to 45.....	26%
46 to 65.....	45%
Older than 65.....	23%

**Q14**

252.....	12%
336.....	18%
704.....	20%
828.....	13%
910.....	16%
919.....	21%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Hagan Approval</b>				
<b>Approve</b>	33%	6%	63%	16%
<b>Disapprove</b>	45%	74%	12%	70%
<b>Not Sure</b>	22%	21%	25%	14%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Burr Approval</b>				
<b>Approve</b>	32%	53%	10%	40%
<b>Disapprove</b>	44%	20%	67%	45%
<b>Not Sure</b>	24%	27%	23%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Marshall Favorability</b>				
<b>Favorable</b>	23%	5%	42%	13%
<b>Unfavorable</b>	19%	32%	6%	13%
<b>Not Sure</b>	58%	62%	51%	74%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Beitler Favorability</b>				
<b>Favorable</b>	6%	4%	8%	8%
<b>Unfavorable</b>	13%	13%	14%	8%
<b>Not Sure</b>	81%	83%	78%	84%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Burr/Marshall/Beitler</b>				
Richard Burr	39%	70%	8%	40%
Elaine Marshall	37%	6%	69%	27%
Michael Beitler	7%	8%	4%	17%
Undecided	17%	15%	19%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Bailout Vote Impact</b>				
More likely	25%	7%	45%	11%
Less likely	58%	86%	30%	67%
Doesn't make a difference either way	17%	7%	25%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Hagan Approval</b>				
Approve	33%	65%	50%	9%
Disapprove	45%	17%	25%	69%
Not Sure	22%	18%	25%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Approval</b>				
Approve	32%	11%	18%	51%
Disapprove	44%	72%	57%	23%
Not Sure	24%	17%	25%	26%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall Favorability</b>				
<b>Favorable</b>	<b>23%</b>	48%	31%	9%
<b>Unfavorable</b>	<b>19%</b>	5%	12%	29%
<b>Not Sure</b>	<b>58%</b>	48%	57%	62%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Beitler Favorability</b>				
<b>Favorable</b>	<b>6%</b>	9%	6%	5%
<b>Unfavorable</b>	<b>13%</b>	12%	12%	14%
<b>Not Sure</b>	<b>81%</b>	79%	81%	81%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr/Marshall/Beitler</b>				
<b>Richard Burr</b>	<b>39%</b>	7%	24%	62%
<b>Elaine Marshall</b>	<b>37%</b>	71%	56%	11%
<b>Michael Beitler</b>	<b>7%</b>	3%	8%	7%
<b>Undecided</b>	<b>17%</b>	19%	13%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Bailout Vote Impact</b>				
<b>More likely</b>	<b>25%</b>	45%	37%	9%
<b>Less likely</b>	<b>58%</b>	27%	44%	80%
<b>Doesn't make a     difference either     way</b>	<b>17%</b>	28%	20%	11%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Hagan Approval</b>					
<b>Approve</b>	33%	39%	37%	26%	33%
<b>Disapprove</b>	45%	38%	43%	49%	46%
<b>Not Sure</b>	22%	23%	20%	25%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Approval</b>					
<b>Approve</b>	32%	33%	33%	33%	31%
<b>Disapprove</b>	44%	42%	47%	39%	45%
<b>Not Sure</b>	24%	24%	20%	28%	25%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall Favorability</b>					
<b>Favorable</b>	23%	38%	21%	18%	24%
<b>Unfavorable</b>	19%	19%	20%	20%	17%
<b>Not Sure</b>	58%	43%	60%	62%	59%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Beitler Favorability</b>					
<b>Favorable</b>	6%	6%	5%	7%	6%
<b>Unfavorable</b>	13%	14%	13%	15%	11%
<b>Not Sure</b>	81%	80%	82%	78%	82%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr/Marshall/Beitler</b>					
<b>Richard Burr</b>	39%	36%	39%	43%	37%
<b>Elaine Marshall</b>	37%	45%	39%	28%	39%
<b>Michael Beitler</b>	7%	6%	8%	6%	7%
<b>Undecided</b>	17%	13%	14%	23%	17%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Bailout Vote Impact</b>					
<b>More likely</b>	25%	34%	28%	21%	21%
<b>Less likely</b>	58%	51%	50%	66%	63%
<b>Doesn't make a difference either way</b>	17%	15%	21%	13%	16%

	Base	Gender	
		Woman	Man
<b>Hagan Approval</b>			
<b>Approve</b>	33%	36%	30%
<b>Disapprove</b>	45%	36%	53%
<b>Not Sure</b>	22%	27%	17%

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	32%	29%	36%
<b>Disapprove</b>	44%	40%	47%
<b>Not Sure</b>	24%	31%	18%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Marshall Favorability</b>			
Favorable	23%	24%	23%
Unfavorable	19%	14%	23%
Not Sure	58%	62%	54%

	Base	Gender	
		Woman	Man
<b>Beitler Favorability</b>			
Favorable	6%	5%	7%
Unfavorable	13%	11%	16%
Not Sure	81%	85%	77%

	Base	Gender	
		Woman	Man
<b>Burr/Marshall/Beitler</b>			
Richard Burr	39%	33%	45%
Elaine Marshall	37%	40%	34%
Michael Beitler	7%	6%	8%
Undecided	17%	20%	14%

	Base	Gender	
		Woman	Man
<b>Bailout Vote Impact</b>			
More likely	25%	26%	24%
Less likely	58%	57%	60%
Doesn't make a difference either way	17%	17%	16%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hagan Approval</b>				
<b>Approve</b>	33%	57%	5%	27%
<b>Disapprove</b>	45%	20%	73%	51%
<b>Not Sure</b>	22%	23%	22%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	32%	13%	57%	33%
<b>Disapprove</b>	44%	62%	17%	45%
<b>Not Sure</b>	24%	24%	26%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Marshall Favorability</b>				
<b>Favorable</b>	23%	39%	7%	16%
<b>Unfavorable</b>	19%	11%	31%	17%
<b>Not Sure</b>	58%	50%	63%	67%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Beitler Favorability</b>				
<b>Favorable</b>	6%	9%	4%	4%
<b>Unfavorable</b>	13%	15%	11%	12%
<b>Not Sure</b>	81%	76%	85%	84%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr/Marshall/Beitler</b>				
Richard Burr	39%	12%	73%	44%
Elaine Marshall	37%	65%	6%	25%
Michael Beitler	7%	4%	6%	14%
Undecided	17%	18%	15%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Bailout Vote Impact</b>				
More likely	25%	40%	8%	19%
Less likely	58%	36%	84%	66%
Doesn't make a difference either way	17%	24%	8%	15%

	Base	Race		
		White	African-American	Other
<b>Hagan Approval</b>				
Approve	33%	28%	53%	29%
Disapprove	45%	51%	20%	45%
Not Sure	22%	21%	27%	26%

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
Approve	32%	36%	19%	47%
Disapprove	44%	40%	58%	23%
Not Sure	24%	24%	23%	30%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Marshall Favorability</b>				
<b>Favorable</b>	23%	19%	36%	23%
<b>Unfavorable</b>	19%	22%	9%	11%
<b>Not Sure</b>	58%	59%	54%	66%

	Base	Race		
		White	African-American	Other
<b>Beitler Favorability</b>				
<b>Favorable</b>	6%	4%	15%	-
<b>Unfavorable</b>	13%	12%	16%	11%
<b>Not Sure</b>	81%	84%	69%	89%

	Base	Race		
		White	African-American	Other
<b>Burr/Marshall/Beitler</b>				
<b>Richard Burr</b>	39%	46%	11%	67%
<b>Elaine Marshall</b>	37%	29%	66%	19%
<b>Michael Beitler</b>	7%	7%	6%	-
<b>Undecided</b>	17%	17%	17%	14%

	Base	Race		
		White	African-American	Other
<b>Bailout Vote Impact</b>				
<b>More likely</b>	25%	19%	47%	19%
<b>Less likely</b>	58%	65%	33%	71%
<b>Doesn't make a difference either way</b>	17%	16%	20%	10%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hagan Approval</b>					
<b>Approve</b>	33%	35%	35%	32%	33%
<b>Disapprove</b>	45%	29%	41%	48%	45%
<b>Not Sure</b>	22%	35%	24%	20%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	32%	29%	27%	35%	35%
<b>Disapprove</b>	44%	41%	45%	45%	40%
<b>Not Sure</b>	24%	29%	28%	21%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall Favorability</b>					
<b>Favorable</b>	23%	18%	25%	21%	27%
<b>Unfavorable</b>	19%	12%	13%	24%	17%
<b>Not Sure</b>	58%	71%	62%	55%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Beitler Favorability</b>					
<b>Favorable</b>	6%	6%	7%	7%	4%
<b>Unfavorable</b>	13%	18%	12%	12%	16%
<b>Not Sure</b>	81%	76%	81%	82%	80%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr/Marshall/Beitler</b>					
<b>Richard Burr</b>	<b>39%</b>	24%	36%	40%	45%
<b>Elaine Marshall</b>	<b>37%</b>	53%	40%	36%	30%
<b>Michael Beitler</b>	<b>7%</b>	6%	9%	5%	8%
<b>Undecided</b>	<b>17%</b>	18%	15%	18%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bailout Vote Impact</b>					
<b>More likely</b>	<b>25%</b>	41%	22%	24%	26%
<b>Less likely</b>	<b>58%</b>	41%	60%	58%	63%
<b>Doesn't make a difference either way</b>	<b>17%</b>	18%	18%	18%	11%

	Base	Area Code					
		252	336	704	828	910	919
<b>Hagan Approval</b>							
<b>Approve</b>	<b>33%</b>	34%	29%	27%	36%	29%	43%
<b>Disapprove</b>	<b>45%</b>	45%	52%	41%	44%	47%	40%
<b>Not Sure</b>	<b>22%</b>	20%	19%	32%	19%	23%	17%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	<b>32%</b>	44%	44%	25%	25%	32%	28%
<b>Disapprove</b>	<b>44%</b>	38%	32%	44%	51%	38%	55%
<b>Not Sure</b>	<b>24%</b>	17%	24%	31%	24%	30%	17%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Marshall Favorability</b>							
<b>Favorable</b>	23%	28%	16%	16%	18%	23%	38%
<b>Unfavorable</b>	19%	23%	21%	13%	19%	16%	22%
<b>Not Sure</b>	58%	49%	62%	71%	63%	61%	40%

	Base	Area Code					
		252	336	704	828	910	919
<b>Beitler Favorability</b>							
<b>Favorable</b>	6%	14%	5%	4%	4%	4%	7%
<b>Unfavorable</b>	13%	14%	10%	11%	17%	11%	17%
<b>Not Sure</b>	81%	72%	85%	85%	78%	85%	76%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr/Marshall/Beitler</b>							
<b>Richard Burr</b>	39%	41%	45%	40%	39%	41%	33%
<b>Elaine Marshall</b>	37%	42%	29%	33%	35%	31%	50%
<b>Michael Beitler</b>	7%	7%	9%	5%	10%	9%	3%
<b>Undecided</b>	17%	10%	17%	22%	16%	20%	14%

	Base	Area Code					
		252	336	704	828	910	919
<b>Bailout Vote Impact</b>							
<b>More likely</b>	25%	19%	23%	24%	25%	25%	30%
<b>Less likely</b>	58%	66%	62%	58%	63%	62%	47%
<b>Doesn't make a difference either way</b>	17%	15%	15%	18%	12%	12%	24%

