



**FOR IMMEDIATE RELEASE**

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## **Mixed News for Burr**

**Raleigh, N.C.** – Public Policy Polling’s monthly look at Richard Burr’s standing as he faces reelection next year brings mixed news for the first term Senator.

The good news is that he has his largest lead yet when tested against a generic Democrat, 42-35. That’s up from a two point lead in July and a three point deficit in June.

He’s also expanded his lead against three potential opponents: Elaine Marshall, Cal Cunningham, and Kenneth Lewis. When tested against Marshall in March he led by 8 points, now the margin is 12. A 9 point lead against Cal Cunningham a month ago is now 15 and an 11 point advantage over Kenneth Lewis is now 16.

Burr’s improved numbers are likely a result of movement away from Democrats nationally in the last few months as Barack Obama’s approval rating has declined more so than any factors related to Burr himself or the Democratic field.

The bad news for Burr is that his approval rating continues to be stuck in the 30s, at a spread of 38/32. And he polls at only 43% against all four potential challengers we looked at this month. Marshall gets 31% against him, Cunningham 28%, and Lewis and Chapel Hill Mayor Kevin Foy both receive 27%.

“The fact that Burr’s reelection numbers are improving even as his approval rating stays mired in the 30s is an indication of how much his fate will be determined by the national climate,” said Dean Debnam, President of Public Policy Polling. “If it’s a Republican year probably none of the Democratic candidates are strong enough to beat him. If it’s a Democratic year he’s probably not strong enough to keep his seat.”

PPP surveyed 749 North Carolina voters from August 4<sup>th</sup> to 10<sup>th</sup>. The survey’s margin of error is +/-3.6%. 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* ..... 38%  
*Disapprove*..... 32%  
*Not Sure*..... 30%

**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*..... 42%  
*Democrat*..... 35%  
*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* ..... 28%  
*Burr*..... 43%  
*Undecided*..... 29%

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

*Foy*..... 27%  
*Burr*..... 43%  
*Undecided*..... 30%

**Q5** 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* ..... 27%  
*Burr*..... 43%  
*Undecided*..... 30%

**Q6** If the candidates for US Senate next year were Democrat Elaine Marshall and Republican Richard Burr, who would you vote for? If Elaine Marshall, press 1. If Richard Burr, press 2. If you're undecided, press 3.

*Marshall* ..... 31%  
*Burr*..... 43%  
*Undecided*..... 26%

**Q7** 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*..... 47%  
*Obama*..... 46%  
*Undecided*..... 7%

**Q8** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 15%  
*Moderate*..... 47%  
*Conservative*..... 38%





**Q9** 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*..... 17%  
*Suburban*..... 28%  
*Rural*..... 29%  
*Small Town*..... 27%

**Q10** If you are a woman, press 1, if a man, press 2.

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

**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* ..... 44%  
*Republican*..... 37%  
*Independent/Other*..... 20%

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

*White* ..... 77%  
*African-American* ..... 20%  
*Other*..... 4%

**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*..... 16%  
*30 to 45*..... 26%  
*46 to 65*..... 37%  
*Older than 65*..... 21%

**Q14**

252..... 11%  
336..... 22%  
704..... 17%  
828..... 17%  
910..... 12%  
919..... 21%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Burr Approval</b>				
<b>Approve</b>	38%	60%	15%	35%
<b>Disapprove</b>	32%	12%	53%	28%
<b>Not Sure</b>	30%	28%	32%	37%

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Generic Ballot</b>				
<b>Burr</b>	42%	75%	9%	33%
<b>Democrat</b>	35%	5%	66%	32%
<b>Not Sure</b>	23%	20%	25%	36%

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	28%	5%	53%	14%
<b>Burr</b>	43%	74%	14%	34%
<b>Undecided</b>	29%	21%	33%	52%

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Foy/Burr</b>				
<b>Foy</b>	27%	3%	54%	14%
<b>Burr</b>	43%	76%	11%	33%
<b>Undecided</b>	30%	20%	36%	53%





**Crosstabs**

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Lewis/Burr</b>				
<b>Lewis</b>	27%	3%	54%	17%
<b>Burr</b>	43%	76%	10%	31%
<b>Undecided</b>	30%	21%	36%	52%

	Base	2008 Vote		
		McCain	Obama	Undecided
<b>Marshal/Burr</b>				
<b>Marshal</b>	31%	4%	59%	20%
<b>Burr</b>	43%	76%	11%	31%
<b>Undecided</b>	27%	20%	30%	49%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Burr Approval</b>				
<b>Approve</b>	38%	20%	30%	56%
<b>Disapprove</b>	32%	59%	35%	17%
<b>Not Sure</b>	30%	21%	35%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Ballot</b>				
<b>Burr</b>	42%	5%	33%	69%
<b>Democrat</b>	35%	74%	43%	9%
<b>Not Sure</b>	23%	22%	24%	22%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	<b>28%</b>	61%	34%	7%
<b>Burr</b>	<b>44%</b>	11%	34%	68%
<b>Undecided</b>	<b>28%</b>	28%	32%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Foy/Burr</b>				
<b>Foy</b>	<b>27%</b>	61%	33%	6%
<b>Burr</b>	<b>43%</b>	8%	33%	71%
<b>Undecided</b>	<b>29%</b>	31%	34%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lewis/Burr</b>				
<b>Lewis</b>	<b>27%</b>	61%	33%	7%
<b>Burr</b>	<b>43%</b>	8%	34%	68%
<b>Undecided</b>	<b>30%</b>	31%	33%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Marshall/Burr</b>				
<b>Marshall</b>	<b>31%</b>	64%	37%	9%
<b>Burr</b>	<b>43%</b>	6%	34%	70%
<b>Undecided</b>	<b>26%</b>	30%	29%	21%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Burr Approval</b>					
<b>Approve</b>	38%	31%	34%	45%	38%
<b>Disapprove</b>	32%	41%	33%	25%	32%
<b>Not Sure</b>	30%	28%	32%	31%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Generic Ballot</b>					
<b>Burr</b>	42%	29%	42%	49%	42%
<b>Democrat</b>	35%	42%	39%	25%	37%
<b>Not Sure</b>	23%	29%	19%	26%	21%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	28%	32%	30%	17%	34%
<b>Burr</b>	43%	33%	40%	53%	43%
<b>Undecided</b>	29%	35%	29%	30%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Foy/Burr</b>					
<b>Foy</b>	27%	35%	30%	16%	31%
<b>Burr</b>	43%	30%	42%	51%	44%
<b>Undecided</b>	30%	35%	28%	33%	25%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Lewis/Burr</b>					
<b>Lewis</b>	27%	33%	30%	16%	32%
<b>Burr</b>	43%	31%	41%	51%	44%
<b>Undecided</b>	30%	36%	29%	33%	24%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Marshall/Burr</b>					
<b>Marshall</b>	31%	42%	31%	20%	34%
<b>Burr</b>	43%	32%	39%	51%	44%
<b>Undecided</b>	27%	25%	29%	29%	22%

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	38%	34%	42%
<b>Disapprove</b>	32%	28%	37%
<b>Not Sure</b>	30%	38%	22%

	Base	Gender	
		Woman	Man
<b>Generic Ballot</b>			
<b>Burr</b>	42%	36%	48%
<b>Democrat</b>	35%	36%	34%
<b>Not Sure</b>	23%	28%	18%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Cunningham/Burr</b>			
<b>Cunningham</b>	28%	28%	28%
<b>Burr</b>	43%	38%	50%
<b>Undecided</b>	29%	34%	22%

	Base	Gender	
		Woman	Man
<b>Foy/Burr</b>			
<b>Foy</b>	27%	27%	27%
<b>Burr</b>	43%	37%	50%
<b>Undecided</b>	30%	36%	23%

	Base	Gender	
		Woman	Man
<b>Lewis/Burr</b>			
<b>Lewis</b>	27%	28%	26%
<b>Burr</b>	43%	35%	52%
<b>Undecided</b>	30%	37%	22%

	Base	Gender	
		Woman	Man
<b>Marshall/Burr</b>			
<b>Marshall</b>	31%	32%	30%
<b>Burr</b>	43%	36%	50%
<b>Undecided</b>	26%	32%	20%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	38%	18%	62%	35%
<b>Disapprove</b>	32%	47%	11%	37%
<b>Not Sure</b>	30%	34%	27%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Ballot</b>				
<b>Burr</b>	42%	13%	80%	35%
<b>Democrat</b>	35%	62%	3%	35%
<b>Not Sure</b>	23%	25%	17%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	28%	49%	6%	22%
<b>Burr</b>	43%	16%	78%	39%
<b>Undecided</b>	29%	35%	17%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Foy/Burr</b>				
<b>Foy</b>	27%	49%	3%	25%
<b>Burr</b>	43%	15%	81%	35%
<b>Undecided</b>	30%	36%	16%	40%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	27%	50%	3%	22%
<b>Burr</b>	43%	15%	79%	37%
<b>Undecided</b>	30%	36%	18%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Marshal/Burr</b>				
<b>Marshall</b>	31%	55%	6%	24%
<b>Burr</b>	43%	14%	79%	38%
<b>Undecided</b>	26%	31%	15%	38%

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	38%	44%	13%	37%
<b>Disapprove</b>	32%	28%	47%	36%
<b>Not Sure</b>	30%	28%	40%	26%

	Base	Race		
		White	African-American	Other
<b>Generic Ballot</b>				
<b>Burr</b>	42%	50%	8%	40%
<b>Democrat</b>	35%	27%	68%	31%
<b>Not Sure</b>	23%	23%	24%	30%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Cunningham/Burr</b>				
<b>Cunningham</b>	28%	22%	51%	34%
<b>Burr</b>	43%	51%	13%	37%
<b>Undecided</b>	29%	27%	36%	30%

	Base	Race		
		White	African-American	Other
<b>Foy/Burr</b>				
<b>Foy</b>	27%	21%	50%	34%
<b>Burr</b>	43%	51%	13%	31%
<b>Undecided</b>	30%	28%	37%	35%

	Base	Race		
		White	African-American	Other
<b>Lewis/Burr</b>				
<b>Lewis</b>	27%	20%	53%	34%
<b>Burr</b>	43%	51%	11%	37%
<b>Undecided</b>	30%	28%	36%	30%

	Base	Race		
		White	African-American	Other
<b>Marshall/Burr</b>				
<b>Marshall</b>	31%	24%	58%	36%
<b>Burr</b>	43%	51%	12%	31%
<b>Undecided</b>	26%	25%	30%	32%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
<b>Approve</b>	38%	34%	33%	39%	44%
<b>Disapprove</b>	32%	39%	30%	31%	29%
<b>Not Sure</b>	30%	26%	36%	30%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Ballot</b>					
<b>Burr</b>	42%	34%	38%	45%	47%
<b>Democrat</b>	35%	42%	35%	34%	31%
<b>Not Sure</b>	23%	24%	27%	21%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cunningham/Burr</b>					
<b>Cunningham</b>	28%	32%	27%	29%	23%
<b>Burr</b>	43%	39%	38%	44%	50%
<b>Undecided</b>	29%	29%	35%	26%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Foy/Burr</b>					
<b>Foy</b>	27%	37%	26%	27%	22%
<b>Burr</b>	43%	34%	40%	46%	49%
<b>Undecided</b>	30%	29%	35%	27%	29%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lewis/Burr</b>					
<b>Lewis</b>	27%	34%	26%	26%	24%
<b>Burr</b>	43%	37%	38%	45%	48%
<b>Undecided</b>	30%	29%	35%	28%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Marshall/Burr</b>					
<b>Marshall</b>	31%	37%	31%	31%	27%
<b>Burr</b>	43%	39%	37%	44%	50%
<b>Undecided</b>	26%	24%	32%	25%	23%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	38%	29%	49%	32%	32%	44%	35%
<b>Disapprove</b>	32%	22%	30%	27%	39%	28%	39%
<b>Not Sure</b>	30%	49%	20%	41%	29%	28%	26%

	Base	Area Code					
		252	336	704	828	910	919
<b>Generic Ballot</b>							
<b>Burr</b>	42%	39%	51%	37%	39%	46%	37%
<b>Democrat</b>	35%	29%	32%	35%	37%	35%	40%
<b>Not Sure</b>	23%	32%	17%	28%	24%	19%	23%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Cunningham/Burr</b>							
<b>Cunningham</b>	28%	27%	23%	28%	34%	29%	28%
<b>Burr</b>	43%	39%	53%	41%	39%	42%	41%
<b>Undecided</b>	29%	34%	24%	31%	26%	29%	32%

	Base	Area Code					
		252	336	704	828	910	919
<b>Foy/Burr</b>							
<b>Foy</b>	27%	26%	22%	26%	32%	27%	31%
<b>Burr</b>	43%	41%	53%	38%	38%	46%	40%
<b>Undecided</b>	30%	33%	25%	36%	31%	28%	29%

	Base	Area Code					
		252	336	704	828	910	919
<b>Lewis/Burr</b>							
<b>Lewis</b>	27%	24%	21%	26%	34%	28%	31%
<b>Burr</b>	43%	41%	57%	37%	37%	41%	38%
<b>Undecided</b>	30%	35%	22%	37%	29%	31%	31%

	Base	Area Code					
		252	336	704	828	910	919
<b>Marshall/Burr</b>							
<b>Marshall</b>	31%	31%	23%	30%	34%	27%	40%
<b>Burr</b>	43%	39%	57%	38%	38%	43%	37%
<b>Undecided</b>	26%	31%	20%	32%	28%	30%	24%

