

FOR IMMEDIATE RELEASE

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Burr Ups Lead to Five Over Marshall

Raleigh, N.C. – In PPP’s first survey of likely voters in the North Carolina U.S. Senate race, Democrat Elaine Marshall is behind incumbent Republican Richard Burr, 43-38, with Libertarian Michael Beitler at 6% and 13% undecided. PPP’s late July survey of registered voters had Burr up, 39-37. Marshall still trails Burr in party unity. She only picks up 69% of her own party’s vote, while Burr gets 75% of the GOP and 16% of Democrats to Marshall’s 9% of Republicans. Like Democrats and Republicans, independents break down similarly to the previous poll, with Burr on top, 41-21-15, over Marshall and Beitler.

Burr is viewed much more favorably by this set of probable voters than by the wider electorate measured in previous polls. He posted his worst job approval rating ever last month, 32-44, worse than President Obama’s in the state. But he now stands at 38% approval and 42% disapproval. Burr’s eight-point improvement corresponds with a seven-point decline for Obama, who is now at 43-54, after posting a 46-50 in July. Marshall is actually better liked than Burr, with a positive 25-21 breakdown in personal favorability, but remains an unknown to 54% of voters.

The slight improvement for Burr and decline for Obama reflects a Republican-friendly shift in turnout. Obama won North Carolina by less than 1% in 2008, but the 2010 electorate reports voting for John McCain, 54-45, a 10-point swing toward the Republicans. Democrats also have only a 45-40 partisan advantage, versus 45-32 in the overall registered electorate and 46-34 in July.

“Richard Burr remains the most vulnerable Republican Senator in the country, and President Obama is liked better here than even in typically bluer Pennsylvania,” said Dean Debnam, President of Public Policy Polling. “But Elaine Marshall’s persistent single-digit deficit before Burr starts really flexing his financial muscles this week has to worry Democrats.”

PPP surveyed 724 North Carolina voters from August 27th to 29th. 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.

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 President Barack Obama's job performance?

Approve 43%
Disapprove..... 54%
Not sure 3%

Q2 Do you support or oppose President Obama's health care plan, or do you not have an opinion?

Support..... 40%
Oppose 55%
No opinion..... 5%

Q3 Do you approve or disapprove of Republican Senator Richard Burr's job performance?

Approve 38%
Disapprove..... 42%
Not sure 21%

Q4 Do you have a favorable or unfavorable opinion of Elaine Marshall?

Favorable..... 25%
Unfavorable 21%
Not sure 54%

Q5 Do you have a favorable or unfavorable opinion of Michael Beitler?

Favorable..... 6%
Unfavorable 13%
Not sure 80%

Q6 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..... 43%
Elaine Marshall 38%
Michael Beitler 6%
Undecided..... 13%

Q7 Who did you vote for President in 2008?

John McCain..... 54%
Barack Obama..... 45%
Someone else/Don't remember 1%

Q8 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 16%
Moderate..... 41%
Conservative..... 43%

Q9 Would you describe the community you live in as urban, suburban, rural, or a small town?

Urban..... 15%
Suburban 27%
Rural 31%
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 45%
Republican..... 40%
Independent/Other..... 16%

Q12 If you are white, press 1. If African-American, press 2. If other, press 3.

White 76%
African-American 20%
Other..... 4%





Q13 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.

18 to 29.....	7%
30 to 45.....	25%
46 to 65.....	43%
Older than 65.....	25%

Q14

252.....	12%
336.....	19%
704.....	19%
828.....	13%
910.....	13%
919.....	24%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama Approval				
Approve	43%	5%	89%	41%
Disapprove	54%	93%	7%	59%
Not sure	3%	2%	4%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Health Care				
Support	41%	3%	85%	41%
Oppose	55%	93%	9%	50%
No opinion	5%	3%	6%	8%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	38%	61%	10%	50%
Disapprove	42%	19%	69%	33%
Not sure	21%	21%	21%	17%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	25%	9%	44%	25%
Unfavorable	21%	32%	9%	16%
Not sure	54%	59%	47%	59%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Beitler Favorability				
Favorable	6%	3%	9%	8%
Unfavorable	13%	12%	15%	8%
Not sure	81%	85%	76%	83%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr/Marshall/Beitler				
Richard Burr	44%	76%	6%	59%
Elaine Marshall	39%	6%	77%	41%
Michael Beitler	4%	6%	3%	-
Undecided	13%	12%	14%	-

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	43%	92%	57%	11%
Disapprove	54%	8%	38%	87%
Not sure	3%	-	5%	2%

	Base	Ideology		
		Liberal	Moderate	Conservative
Health Care				
Support	40%	91%	54%	8%
Oppose	55%	7%	39%	88%
No opinion	5%	1%	7%	4%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	38%	18%	21%	61%
Disapprove	42%	66%	57%	18%
Not sure	21%	16%	21%	22%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	25%	48%	34%	7%
Unfavorable	21%	8%	15%	32%
Not sure	54%	44%	51%	61%

	Base	Ideology		
		Liberal	Moderate	Conservative
Beitler Favorability				
Favorable	6%	14%	7%	3%
Unfavorable	13%	10%	17%	11%
Not sure	80%	76%	76%	86%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Marshall/Beitler				
Richard Burr	43%	10%	26%	73%
Elaine Marshall	38%	77%	52%	9%
Michael Beitler	6%	4%	7%	6%
Undecided	13%	9%	16%	12%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Obama Approval					
Approve	43%	59%	42%	36%	43%
Disapprove	54%	40%	55%	60%	54%
Not sure	3%	1%	3%	4%	3%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Health Care					
Support	40%	55%	42%	33%	40%
Oppose	55%	42%	55%	61%	54%
No opinion	5%	3%	3%	6%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	38%	34%	36%	41%	38%
Disapprove	42%	51%	43%	37%	41%
Not sure	21%	15%	20%	22%	22%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	25%	39%	24%	18%	25%
Unfavorable	21%	17%	18%	28%	21%
Not sure	54%	44%	58%	54%	54%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Beitler Favorability					
Favorable	6%	10%	1%	6%	10%
Unfavorable	13%	15%	13%	13%	13%
Not sure	80%	76%	86%	81%	77%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Marshall/Beitler					
Richard Burr	43%	33%	45%	48%	42%
Elaine Marshall	38%	50%	37%	30%	40%
Michael Beitler	6%	7%	6%	7%	5%
Undecided	13%	10%	12%	15%	12%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	43%	46%	40%
Disapprove	54%	51%	57%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Health Care			
Support	40%	43%	38%
Oppose	55%	51%	59%
No opinion	5%	6%	4%





Crosstabs

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	38%	35%	41%
Disapprove	42%	41%	43%
Not sure	21%	24%	16%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	25%	25%	25%
Unfavorable	21%	17%	27%
Not sure	54%	58%	49%

	Base	Gender	
		Woman	Man
Beitler Favorability			
Favorable	6%	6%	7%
Unfavorable	13%	12%	15%
Not sure	80%	82%	79%

	Base	Gender	
		Woman	Man
Burr/Marshall/Beitler			
Richard Burr	43%	40%	47%
Elaine Marshall	38%	39%	37%
Michael Beitler	6%	4%	9%
Undecided	13%	17%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	43%	78%	9%	32%
Disapprove	54%	19%	89%	64%
Not sure	3%	3%	2%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Health Care				
Support	40%	75%	6%	27%
Oppose	55%	19%	90%	68%
No opinion	5%	6%	4%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	38%	14%	64%	37%
Disapprove	42%	64%	17%	41%
Not sure	21%	21%	19%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	25%	42%	8%	17%
Unfavorable	21%	11%	34%	21%
Not sure	54%	48%	58%	62%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Beitler Favorability				
Favorable	6%	10%	3%	3%
Unfavorable	13%	14%	11%	16%
Not sure	80%	76%	85%	81%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Marshall/Beitler				
Richard Burr	43%	16%	75%	41%
Elaine Marshall	38%	69%	9%	21%
Michael Beitler	6%	4%	5%	15%
Undecided	13%	12%	10%	23%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	43%	31%	87%	62%
Disapprove	54%	66%	11%	35%
Not sure	3%	3%	2%	3%

	Base	Race		
		White	African-American	Other
Health Care				
Support	40%	28%	83%	59%
Oppose	55%	67%	13%	32%
No opinion	5%	5%	4%	8%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	38%	45%	13%	30%
Disapprove	42%	37%	59%	46%
Not sure	21%	19%	28%	24%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	25%	22%	33%	30%
Unfavorable	21%	24%	11%	24%
Not sure	54%	54%	56%	46%

	Base	Race		
		White	African-American	Other
Beitler Favorability				
Favorable	6%	3%	19%	8%
Unfavorable	13%	13%	15%	11%
Not sure	80%	84%	67%	81%

	Base	Race		
		White	African-American	Other
Burr/Marshall/Beitler				
Richard Burr	43%	53%	11%	27%
Elaine Marshall	38%	30%	67%	49%
Michael Beitler	6%	5%	9%	11%
Undecided	13%	13%	13%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	43%	48%	45%	41%	44%
Disapprove	54%	46%	54%	55%	53%
Not sure	3%	5%	0%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Health Care					
Support	40%	45%	42%	39%	41%
Oppose	55%	53%	56%	55%	54%
No opinion	5%	2%	2%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	38%	57%	36%	36%	36%
Disapprove	42%	25%	46%	41%	44%
Not sure	21%	18%	19%	23%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	25%	23%	23%	23%	29%
Unfavorable	21%	27%	19%	23%	20%
Not sure	54%	50%	57%	54%	51%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beitler Favorability					
Favorable	6%	20%	5%	3%	10%
Unfavorable	13%	23%	10%	12%	15%
Not sure	80%	57%	84%	85%	75%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Marshall/Beitler					
Richard Burr	43%	38%	40%	45%	46%
Elaine Marshall	38%	53%	37%	36%	38%
Michael Beitler	6%	5%	9%	6%	3%
Undecided	13%	4%	14%	13%	13%

	Base	Area Code					
		252	336	704	828	910	919
Obama Approval							
Approve	43%	40%	37%	37%	43%	49%	52%
Disapprove	54%	57%	62%	60%	53%	48%	44%
Not sure	3%	3%	1%	3%	4%	3%	4%

	Base	Area Code					
		252	336	704	828	910	919
Health Care							
Support	40%	35%	32%	37%	41%	46%	50%
Oppose	55%	60%	63%	59%	55%	47%	46%
No opinion	5%	5%	5%	4%	5%	6%	5%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	38%	45%	47%	33%	28%	32%	38%
Disapprove	42%	31%	42%	40%	48%	44%	44%
Not sure	21%	24%	11%	27%	24%	24%	18%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	25%	20%	23%	20%	23%	27%	32%
Unfavorable	21%	31%	36%	15%	13%	13%	20%
Not sure	54%	49%	41%	65%	64%	60%	48%

	Base	Area Code					
		252	336	704	828	910	919
Beitler Favorability							
Favorable	6%	9%	8%	5%	2%	5%	8%
Unfavorable	13%	12%	19%	12%	13%	14%	10%
Not sure	80%	79%	73%	83%	85%	82%	81%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Marshall/Beitler							
Richard Burr	43%	52%	50%	40%	41%	41%	39%
Elaine Marshall	38%	25%	33%	38%	36%	38%	49%
Michael Beitler	6%	7%	6%	8%	6%	6%	5%
Undecided	13%	16%	11%	14%	18%	15%	8%

