

FOR IMMEDIATE RELEASE

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Burr Leads Marshall by 13 in North Carolina

Raleigh, N.C. – Having aired several TV commercials since PPP last polled the race in late August, North Carolina’s Republican Senator Richard Burr has expanded his persistent but previously small lead over Democrat Elaine Marshall to double digits, and by an almost 3:1 margin, likely voters think Burr has been running the more active campaign. Marshall has aired no ads since the June primary.

Burr tops Marshall with a near majority, 49-36, with Libertarian Michael Beitler at only 4%. In the previous survey, Burr was up only 43-38-6. The difference is that Republicans are now nearly unanimous, 88% of them supporting Burr and only 5% for the other two. Burr also now leads independents over Marshall and Beitler, 51-26-10, up from 41-21-15 last time. He has also upped his support slightly among Democrats, to Marshall’s detriment. She now only gets 66% of her party, to Burr’s 20%. A slight silver lining for Marshall is that twice as many Democrats are undecided as Republicans.

54% of North Carolina voters think Burr’s campaign has been more visible, with only 19% thinking Marshall’s has. Even Democrats, by a slim 37-34 margin, choose Burr. Republicans, at 71-5, and independents, at 63-9, are unequivocal.

While Beitler’s share of the vote has continued to decrease since PPP first began testing his candidacy in July, 56% do think he should be included in all televised debates. Support for Beitler’s inclusion runs across the partisan spectrum—71% of independents, 54% of Democrats, and even 51% of Republicans think he should be on the stage.

“Money can’t buy you love but it can buy you an election,” said Dean Debnam, President of Public Policy Polling. “Richard Burr’s war chest is letting him get his message out to North Carolina voters with Elaine Marshall unable to respond in kind. That’s allowing him to post his best approval numbers in months and expand his lead. The undecided are moving toward him in droves.”

PPP surveyed 681 likely North Carolina voters from September 23rd to 26th. The survey’s margin of error is +/-3.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



North Carolina Survey Results

Q1 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..... 49%
Elaine Marshall 36%
Michael Beitler 4%
Undecided..... 11%

Q2 Do you approve or disapprove of Republican Senator Richard Burr's job performance?

Approve 47%
Disapprove..... 38%
Not sure 15%

Q3 Do you have a favorable or unfavorable opinion of Elaine Marshall?

Favorable..... 37%
Unfavorable 34%
Not sure 28%

Q4 Do you have a favorable or unfavorable opinion of Michael Beitler?

Favorable..... 9%
Unfavorable 24%
Not sure 67%

Q5 Do you think Michael Beitler should be included in the televised debates for the Senate race?

Yes..... 56%
No..... 22%
Not sure 22%

Q6 Do you think Elaine Marshall or Richard Burr has been running the more visible campaign for US Senate?

Elaine Marshall 19%
Richard Burr..... 54%
Not sure 27%

Q7 Who did you vote for President in 2008?

John McCain..... 53%
Barack Obama..... 44%
Someone else/Don't remember 3%

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

Liberal..... 17%
Moderate..... 38%
Conservative..... 45%

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

Urban..... 16%
Suburban 27%
Rural 27%
Small Town 29%

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

Woman 52%
Man..... 48%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 48%
Republican..... 35%
Independent/Other..... 18%

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

White 77%
African-American 19%
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 you are older than 65, press 4.

18 to 29.....	6%
30 to 45.....	24%
46 to 65.....	45%
Older than 65.....	25%

Q14

252.....	11%
336.....	18%
704.....	18%
828.....	13%
910.....	15%
919.....	25%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr/Marshall/Beitler				
Richard Burr	49%	84%	9%	36%
Elaine Marshall	36%	4%	75%	5%
Michael Beitler	4%	5%	2%	17%
Undecided	11%	7%	13%	42%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Burr Approval				
Approve	47%	78%	10%	42%
Disapprove	38%	9%	75%	14%
Not sure	15%	13%	16%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	37%	10%	71%	17%
Unfavorable	34%	56%	8%	42%
Not sure	28%	34%	21%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Beitler Favorability				
Favorable	9%	8%	10%	8%
Unfavorable	24%	30%	18%	27%
Not sure	67%	62%	73%	65%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Beitler in Debates				
Yes	56%	57%	54%	58%
No	22%	25%	18%	14%
Not sure	22%	18%	28%	27%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Marshall or Burr More Visible				
Elaine Marshall	19%	7%	35%	13%
Richard Burr	54%	72%	34%	30%
Not sure	27%	21%	31%	57%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Marshall/Beitler				
Richard Burr	49%	8%	32%	79%
Elaine Marshall	36%	76%	52%	7%
Michael Beitler	4%	3%	4%	5%
Undecided	11%	14%	12%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	47%	8%	33%	74%
Disapprove	38%	79%	51%	11%
Not sure	15%	13%	16%	15%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	37%	76%	52%	11%
Unfavorable	34%	8%	22%	54%
Not sure	28%	16%	26%	35%

	Base	Ideology		
		Liberal	Moderate	Conservative
Beitler Favorability				
Favorable	9%	7%	12%	7%
Unfavorable	24%	17%	22%	29%
Not sure	67%	76%	67%	63%

	Base	Ideology		
		Liberal	Moderate	Conservative
Beitler in Debates				
Yes	56%	62%	53%	57%
No	22%	15%	22%	24%
Not sure	22%	23%	25%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall or Burr More Visible				
Elaine Marshall	19%	35%	26%	8%
Richard Burr	54%	38%	46%	66%
Not sure	27%	28%	28%	26%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Marshall/Beitler					
Richard Burr	49%	36%	47%	59%	49%
Elaine Marshall	36%	50%	41%	26%	33%
Michael Beitler	4%	7%	5%	2%	3%
Undecided	11%	7%	7%	13%	15%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	47%	36%	46%	54%	47%
Disapprove	38%	54%	44%	27%	34%
Not sure	15%	10%	10%	19%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	37%	48%	42%	28%	36%
Unfavorable	34%	24%	36%	39%	33%
Not sure	28%	28%	21%	33%	31%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Beitler Favorability					
Favorable	9%	8%	11%	8%	8%
Unfavorable	24%	24%	29%	22%	22%
Not sure	67%	68%	60%	70%	70%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Beitler in Debates					
Yes	56%	57%	62%	54%	52%
No	22%	24%	22%	20%	22%
Not sure	22%	19%	16%	26%	26%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall or Burr More Visible					
Elaine Marshall	19%	28%	17%	18%	18%
Richard Burr	54%	54%	55%	54%	52%
Not sure	27%	17%	28%	28%	30%

	Base	Gender	
		Woman	Man
Burr/Marshall/Beitler			
Richard Burr	49%	43%	56%
Elaine Marshall	36%	40%	31%
Michael Beitler	4%	2%	6%
Undecided	11%	14%	7%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	47%	42%	52%
Disapprove	38%	38%	38%
Not sure	15%	20%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	37%	42%	33%
Unfavorable	34%	28%	41%
Not sure	28%	30%	26%

	Base	Gender	
		Woman	Man
Beitler Favorability			
Favorable	9%	7%	10%
Unfavorable	24%	23%	26%
Not sure	67%	70%	64%

	Base	Gender	
		Woman	Man
Beitler in Debates			
Yes	56%	50%	62%
No	22%	20%	23%
Not sure	22%	29%	15%

	Base	Gender	
		Woman	Man
Marshall or Burr More Visible			
Elaine Marshall	19%	19%	20%
Richard Burr	54%	52%	56%
Not sure	27%	29%	25%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Marshall/Beitler				
Richard Burr	49%	20%	88%	51%
Elaine Marshall	36%	65%	1%	26%
Michael Beitler	4%	2%	4%	10%
Undecided	11%	13%	7%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	47%	20%	83%	47%
Disapprove	38%	63%	6%	36%
Not sure	15%	18%	10%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	37%	63%	5%	35%
Unfavorable	34%	16%	59%	35%
Not sure	28%	22%	36%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Beitler Favorability				
Favorable	9%	7%	8%	13%
Unfavorable	24%	21%	31%	20%
Not sure	67%	72%	60%	67%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Beitler in Debates				
Yes	56%	54%	51%	71%
No	22%	21%	28%	13%
Not sure	22%	25%	21%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall or Burr More Visible				
Elaine Marshall	19%	34%	5%	9%
Richard Burr	54%	37%	71%	63%
Not sure	27%	29%	24%	27%

	Base	Race		
		White	African-American	Other
Burr/Marshall/Beitler				
Richard Burr	49%	58%	15%	52%
Elaine Marshall	36%	30%	61%	27%
Michael Beitler	4%	4%	1%	19%
Undecided	11%	8%	23%	3%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	47%	54%	15%	57%
Disapprove	38%	33%	59%	41%
Not sure	15%	13%	26%	3%





Crosstabs

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	37%	34%	54%	33%
Unfavorable	34%	38%	15%	55%
Not sure	28%	29%	31%	11%

	Base	Race		
		White	African-American	Other
Beitler Favorability				
Favorable	9%	8%	7%	26%
Unfavorable	24%	24%	23%	28%
Not sure	67%	67%	69%	46%

	Base	Race		
		White	African-American	Other
Beitler in Debates				
Yes	56%	60%	39%	60%
No	22%	21%	24%	23%
Not sure	22%	19%	37%	17%

	Base	Race		
		White	African-American	Other
Marshall or Burr More Visible				
Elaine Marshall	19%	14%	40%	19%
Richard Burr	54%	60%	28%	62%
Not sure	27%	26%	32%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Marshall/Beitler					
Richard Burr	49%	43%	51%	47%	54%
Elaine Marshall	36%	29%	36%	38%	33%
Michael Beitler	4%	-	7%	4%	1%
Undecided	11%	29%	6%	11%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	47%	33%	49%	46%	49%
Disapprove	38%	19%	40%	42%	35%
Not sure	15%	48%	11%	12%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	37%	27%	40%	37%	40%
Unfavorable	34%	36%	38%	33%	32%
Not sure	28%	36%	22%	30%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beitler Favorability					
Favorable	9%	9%	11%	9%	6%
Unfavorable	24%	27%	16%	26%	29%
Not sure	67%	64%	73%	65%	66%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beitler in Debates					
Yes	56%	55%	69%	57%	43%
No	22%	23%	15%	22%	27%
Not sure	22%	23%	16%	21%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall or Burr More Visible					
Elaine Marshall	19%	32%	15%	20%	20%
Richard Burr	54%	45%	56%	53%	54%
Not sure	27%	23%	29%	27%	26%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Marshall/Beitler							
Richard Burr	49%	62%	45%	45%	50%	55%	46%
Elaine Marshall	36%	26%	37%	30%	37%	29%	47%
Michael Beitler	4%	1%	7%	6%	3%	3%	2%
Undecided	11%	11%	12%	18%	9%	14%	5%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	47%	51%	46%	43%	50%	50%	44%
Disapprove	38%	26%	40%	40%	40%	33%	43%
Not sure	15%	23%	14%	16%	10%	17%	13%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	37%	31%	38%	30%	38%	34%	48%
Unfavorable	34%	34%	33%	29%	29%	41%	37%
Not sure	28%	35%	28%	42%	33%	25%	15%

	Base	Area Code					
		252	336	704	828	910	919
Beitler Favorability							
Favorable	9%	8%	7%	9%	12%	9%	8%
Unfavorable	24%	26%	26%	20%	25%	26%	24%
Not sure	67%	66%	67%	71%	63%	65%	68%

	Base	Area Code					
		252	336	704	828	910	919
Beitler in Debates							
Yes	56%	52%	51%	58%	58%	55%	60%
No	22%	26%	24%	14%	21%	24%	23%
Not sure	22%	23%	25%	28%	21%	21%	17%

	Base	Area Code					
		252	336	704	828	910	919
Marshall or Burr More Visible							
Elaine Marshall	19%	12%	22%	22%	23%	17%	18%
Richard Burr	54%	56%	53%	55%	45%	60%	53%
Not sure	27%	32%	26%	23%	32%	23%	28%

