

**FOR IMMEDIATE RELEASE**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Burr Approval Remains Wobbly; Leads Shuler**

**Raleigh, N.C.** – The newest Public Policy Polling survey looking at the 2010 US Senate picture in North Carolina continues to find Richard Burr’s approval rating languishing in the 30s.

33% of North Carolinians approve of Burr’s job performance with 30% disapproving. 37% of voters in the state continue to have no opinion one way or the other about how he’s doing in Washington. For the sake of comparison, defeated Senator Elizabeth Dole had a much better 44% approval rating in January 2008.

Burr leads Congressman Heath Shuler 39-28 in a hypothetical 2010 faceoff. Shuler is not very well known across the state, with 21% of voters holding a favorable opinion of him and 21% viewing him unfavorably.

Shuler is very popular where he is known, with 51% of mountain voters holding a favorable opinion of him. Burr doesn’t exceed a 41% approval rating in any individual section of the state.

“Heath Shuler trails Richard Burr in this initial poll, but the two most telling things are Burr’s continued low approval rating and Shuler’s significant popularity in the part of the state where he is well known to the voters,” said Dean Debnam, President of Public Policy Polling. “That bodes well for his ability to appeal to voters across North Carolina should he decide to make a Senate bid in 2010.”

PPP will release numbers later this week looking at Bev Perdue’s approval rating, as well as some parting information about Dole.

PPP surveyed 650 North Carolina voters on January 17<sup>th</sup> and 18<sup>th</sup>. 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.

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 are not sure, press 3.

*Approve*..... 33% *Not Sure*..... 36%  
*Disapprove*..... 30%

**Q2** Do you have a favorable or unfavorable opinion of Democratic Congressman Heath Shuler? If favorable, press 1. If unfavorable, press 2. If you are not sure, press 3.

*Favorable*.....21% *Not Sure*.....58%  
*Unfavorable* .....21%

**Q3** If the candidates for Senate in 2010 were Republican Richard Burr and Democrat Heath Shuler, who would you vote for? If Richard Burr, press 1. If Heath Shuler, press 2. If you are undecided, press 3.

*Richard Burr*.....39% *Undecided*.....32%  
*Heath Shuler*.....28%

**Q4** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

*War in Iraq*..... 7%  
*Education*..... 6%  
*Economy and Jobs* .....64%  
*Taxes*..... 5%  
*Moral and family values* ..... 10%  
*Health care* ..... 4%  
*Immigration*..... 3%  
*Other*..... 2%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 53%  
*Man*..... 47%

**Q6** 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*..... 33%  
*Independent/Other*..... 21%

**Q7** 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*..... 3%

**Q8** 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*..... 9%  
*30 to 45*..... 27%  
*46 to 65*..... 39%  
*Older than 65*..... 25%

**Q9**

252..... 13%  
336..... 20%  
704..... 17%  
828..... 15%  
910..... 14%  
919..... 21%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Burr Approval</b>			
<b>Approve</b>	33%	29%	38%
<b>Disapprove</b>	30%	28%	33%
<b>Not Sure</b>	36%	43%	29%

	Base	Gender	
		Woman	Man
<b>Shuler Favorability</b>			
<b>Favorable</b>	21%	18%	25%
<b>Unfavorable</b>	21%	17%	26%
<b>Not Sure</b>	58%	65%	49%

	Base	Gender	
		Woman	Man
<b>Burr/Shuler</b>			
<b>Richard Burr</b>	39%	37%	41%
<b>Heath Shuler</b>	28%	26%	31%
<b>Undecided</b>	32%	36%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr Approval</b>				
<b>Approve</b>	33%	18%	54%	34%
<b>Disapprove</b>	30%	40%	20%	27%
<b>Not Sure</b>	36%	42%	27%	39%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Shuler Favorability</b>				
<b>Favorable</b>	21%	29%	11%	20%
<b>Unfavorable</b>	21%	9%	40%	19%
<b>Not Sure</b>	58%	62%	49%	61%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Burr/Shuler</b>				
<b>Richard Burr</b>	39%	17%	71%	37%
<b>Heath Shuler</b>	28%	44%	10%	23%
<b>Undecided</b>	32%	38%	19%	40%

	Base	Race		
		White	African-American	Other
<b>Burr Approval</b>				
<b>Approve</b>	33%	38%	16%	33%
<b>Disapprove</b>	30%	29%	34%	31%
<b>Not Sure</b>	36%	33%	49%	36%

	Base	Race		
		White	African-American	Other
<b>Shuler Favorability</b>				
<b>Favorable</b>	21%	23%	15%	17%
<b>Unfavorable</b>	21%	23%	16%	26%
<b>Not Sure</b>	58%	55%	69%	57%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Burr/Shuler</b>				
Richard Burr	39%	43%	24%	39%
Heath Shuler	28%	26%	39%	22%
Undecided	32%	31%	37%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr Approval</b>					
Approve	33%	37%	29%	34%	35%
Disapprove	30%	18%	27%	34%	32%
Not Sure	36%	45%	44%	32%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Shuler Favorability</b>					
Favorable	21%	18%	18%	24%	21%
Unfavorable	21%	27%	24%	17%	23%
Not Sure	58%	55%	59%	59%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burr/Shuler</b>					
Richard Burr	39%	48%	36%	37%	43%
Heath Shuler	28%	21%	31%	34%	19%
Undecided	32%	31%	32%	29%	38%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr Approval</b>							
<b>Approve</b>	33%	28%	40%	29%	41%	31%	30%
<b>Disapprove</b>	30%	29%	26%	33%	29%	35%	31%
<b>Not Sure</b>	36%	42%	34%	38%	30%	34%	39%

	Base	Area Code					
		252	336	704	828	910	919
<b>Shuler Favorability</b>							
<b>Favorable</b>	21%	11%	16%	18%	51%	10%	20%
<b>Unfavorable</b>	21%	21%	15%	32%	24%	20%	19%
<b>Not Sure</b>	58%	68%	69%	51%	25%	69%	61%

	Base	Area Code					
		252	336	704	828	910	919
<b>Burr/Shuler</b>							
<b>Richard Burr</b>	39%	42%	41%	39%	34%	45%	35%
<b>Heath Shuler</b>	28%	31%	25%	29%	39%	20%	28%
<b>Undecided</b>	32%	27%	34%	31%	27%	35%	37%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Burr Approval</b>									
Approve	33%	41%	28%	27%	68%	56%	12%	66%	25%
Disapprove	30%	34%	46%	29%	24%	21%	50%	17%	50%
Not Sure	36%	25%	26%	44%	8%	23%	39%	17%	25%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Shuler Favorability</b>									
Favorable	21%	30%	25%	22%	16%	7%	28%	9%	26%
Unfavorable	21%	20%	34%	15%	64%	35%	8%	57%	17%
Not Sure	58%	50%	40%	63%	21%	58%	65%	34%	58%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Burr/Shuler</b>									
Richard Burr	39%	49%	35%	31%	80%	72%	12%	68%	17%
Heath Shuler	28%	32%	43%	32%	10%	4%	35%	3%	33%
Undecided	32%	19%	21%	36%	10%	24%	53%	29%	50%

