

FOR IMMEDIATE RELEASE

December 16, 2009

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

Both NC Senators lacking in popularity

Raleigh, N.C. – As 2009 comes to a close both of North Carolina's US Senators finds themselves with negative approval ratings, reflecting a general unhappiness with politicians in the state and nationally this year.

Kay Hagan's numbers are the worse of the pair, with 44% of voters disapproving of her job performance to just 36% approving. Richard Burr finds 37% of North Carolinians unhappy with his job performance to 35% who give him good marks.

Burr's numbers are of more pressing interest since he's up for reelection next year. He leads a generic Democratic candidate just 42-41, his weakest numbers since the early part of the summer. This is largely due to independent voters expressing less support for him than they did a month ago- he leads 40-36 on the generic ballot with them compared to 51-30 in November.

Burr's actual Democratic opponents put up their best showings yet against Burr this month as well, although he continues to lead all of them. He has a 42-37 lead over Elaine Marshall, a 43-37 one over Kenneth Lewis, and a 45-36 advantage over Cal Cunningham. None of the Democratic candidates have better than 31% name recognition.

"Richard Burr's numbers continue to show he's the most vulnerable Republican incumbent in the country running for reelection next year," said Dean Debnam, President of Public Policy Polling. "Meanwhile Kay Hagan has some work to do to keep her name off those sorts of lists in the future."

PPP will release fresh numbers on Barack Obama's standing in the state Thursday.

PPP surveyed 593 North Carolina voters from December 11th to 13th. The survey's margin of error is +/-4.0%. 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.

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? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve36% Not Sure.....21%
Disapprove.....44%

Q2 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 35%
Disapprove.....37%
Not Sure.....28%

Q3 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.....41%
Not Sure.....17%

Q4 Do you have a favorable or unfavorable opinion of Cal Cunningham? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 7%
Unfavorable 11%
Not Sure.....81%

Q5 Do you have a favorable or unfavorable opinion of Kenneth Lewis? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 8%
Unfavorable 12%
Not Sure.....80%

Q6 Do you have a favorable or unfavorable opinion of Elaine Marshall? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 19%
Unfavorable 12%
Not Sure.....69%

Q7 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 36%
Burr.....45%
Undecided.....20%

Q8 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 37%
Burr.....43%
Undecided.....21%

Q9 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..... 37%
Burr.....42%
Undecided.....21%





Q10 Do you have a higher opinion of Richard Burr or Elizabeth Dole? If Richard Burr, press 1. If Elizabeth Dole, press 2. If you're not sure, press 3.

Burr..... 41%
Dole 24%
Not Sure..... 35%

Q11 Who do you think has been a more visible Senator in North Carolina: Richard Burr or Elizabeth Dole? If Richard Burr, press 1. If Elizabeth Dole, press 2. If you're not sure, press 3.

Burr..... 38%
Dole 34%
Not Sure..... 28%

Q12 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 19%
Moderate..... 37%
Conservative..... 45%

Q13 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..... 14%
Suburban 29%
Rural 28%
Small Town..... 29%

Q14 If you are a woman, press 1, if a man, press 2.

Woman 50%
Man..... 50%

Q15 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..... 47%
Republican..... 34%
Independent/Other..... 20%

Q16 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%

Q17 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..... 14%
30 to 45..... 26%
46 to 65..... 40%
Older than 65..... 20%

Q18

252..... 15%
336..... 18%
704..... 15%
828..... 16%
910..... 17%
919..... 20%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Hagan Approval				
Approve	36%	72%	44%	13%
Disapprove	44%	9%	28%	70%
Not Sure	21%	19%	27%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	35%	10%	22%	56%
Disapprove	37%	69%	49%	15%
Not Sure	28%	21%	30%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
Generic Ballot				
Burr	42%	10%	31%	65%
Democrat	41%	83%	50%	16%
Not Sure	17%	8%	19%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	7%	18%	6%	4%
Unfavorable	11%	9%	11%	12%
Not Sure	81%	74%	83%	83%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis Favorability				
Favorable	8%	17%	6%	5%
Unfavorable	12%	10%	12%	13%
Not Sure	80%	73%	82%	81%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	19%	38%	22%	8%
Unfavorable	12%	3%	11%	18%
Not Sure	69%	59%	68%	73%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham/Burr				
Cunningham	36%	75%	45%	12%
Burr	45%	15%	31%	68%
Undecided	20%	10%	24%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis/Burr				
Lewis	37%	73%	45%	14%
Burr	43%	10%	30%	67%
Undecided	21%	17%	25%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall/Burr				
Marshall	37%	78%	46%	12%
Burr	42%	9%	28%	67%
Undecided	21%	13%	25%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Dole Preference				
Burr	41%	37%	33%	49%
Dole	24%	17%	29%	23%
Not Sure	35%	46%	38%	28%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Dole More Visible				
Burr	38%	38%	34%	41%
Dole	34%	27%	35%	36%
Not Sure	28%	35%	31%	22%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Hagan Approval					
Approve	36%	43%	42%	27%	34%
Disapprove	44%	36%	43%	55%	37%
Not Sure	21%	22%	15%	18%	29%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	35%	37%	35%	38%	32%
Disapprove	37%	46%	44%	29%	34%
Not Sure	28%	16%	20%	33%	35%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Generic Ballot					
Burr	42%	33%	46%	50%	35%
Democrat	41%	50%	41%	31%	46%
Not Sure	17%	17%	13%	19%	19%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham Favorability					
Favorable	7%	17%	11%	6%	2%
Unfavorable	11%	18%	12%	12%	6%
Not Sure	81%	66%	77%	83%	92%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Lewis Favorability					
Favorable	8%	17%	12%	3%	4%
Unfavorable	12%	13%	14%	15%	7%
Not Sure	80%	70%	73%	82%	90%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	19%	39%	18%	13%	15%
Unfavorable	12%	9%	14%	14%	11%
Not Sure	69%	52%	67%	73%	75%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham/Burr					
Cunningham	36%	44%	40%	29%	34%
Burr	45%	41%	46%	50%	39%
Undecided	20%	15%	14%	21%	27%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Lewis/Burr					
Lewis	37%	48%	41%	30%	33%
Burr	43%	36%	44%	50%	37%
Undecided	21%	16%	15%	20%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall/Burr					
Marshall	37%	47%	38%	30%	38%
Burr	42%	35%	44%	48%	38%
Undecided	21%	19%	19%	22%	24%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Dole Preference					
Burr	41%	40%	43%	39%	41%
Dole	24%	23%	27%	21%	25%
Not Sure	35%	37%	31%	40%	34%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Dole More Visible					
Burr	38%	35%	35%	40%	41%
Dole	34%	38%	38%	30%	31%
Not Sure	28%	27%	27%	30%	28%

	Base	Gender	
		Woman	Man
Hagan Approval			
Approve	36%	37%	34%
Disapprove	44%	37%	51%
Not Sure	21%	26%	15%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	35%	27%	43%
Disapprove	37%	40%	35%
Not Sure	28%	33%	22%





Crosstabs

	Base	Gender	
		Woman	Man
Generic Ballot			
Burr	42%	36%	49%
Democrat	41%	47%	34%
Not Sure	17%	17%	17%

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	7%	6%	9%
Unfavorable	11%	11%	11%
Not Sure	81%	83%	80%

	Base	Gender	
		Woman	Man
Lewis Favorability			
Favorable	8%	6%	10%
Unfavorable	12%	11%	13%
Not Sure	80%	83%	77%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	19%	20%	17%
Unfavorable	12%	10%	15%
Not Sure	69%	69%	68%





Crosstabs

	Base	Gender	
		Woman	Man
Cunningham/Burr			
Cunningham	36%	40%	31%
Burr	45%	37%	52%
Undecided	20%	23%	17%

	Base	Gender	
		Woman	Man
Lewis/Burr			
Lewis	37%	42%	31%
Burr	43%	35%	51%
Undecided	21%	23%	18%

	Base	Gender	
		Woman	Man
Marshall/Burr			
Marshall	37%	44%	29%
Burr	42%	32%	52%
Undecided	21%	24%	19%

	Base	Gender	
		Woman	Man
Burr/Dole Preference			
Burr	41%	33%	49%
Dole	24%	28%	20%
Not Sure	35%	39%	31%





Crosstabs

	Base	Gender	
		Woman	Man
Burr/Dole More Visible			
Burr	38%	34%	42%
Dole	34%	33%	35%
Not Sure	28%	33%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Hagan Approval				
Approve	36%	57%	9%	29%
Disapprove	44%	19%	79%	43%
Not Sure	21%	24%	12%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	35%	14%	67%	31%
Disapprove	37%	54%	13%	38%
Not Sure	28%	31%	20%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Ballot				
Burr	42%	16%	81%	40%
Democrat	41%	67%	7%	36%
Not Sure	17%	18%	12%	24%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham Favorability				
Favorable	7%	12%	4%	2%
Unfavorable	11%	12%	14%	5%
Not Sure	81%	76%	82%	93%

	Base	Party		
		Democrat	Republican	Independent/Other
Lewis Favorability				
Favorable	8%	10%	6%	6%
Unfavorable	12%	12%	13%	11%
Not Sure	80%	78%	82%	83%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	19%	28%	9%	14%
Unfavorable	12%	9%	18%	11%
Not Sure	69%	63%	73%	75%

	Base	Party		
		Democrat	Republican	Independent/Other
Cunningham/Burr				
Cunningham	36%	59%	4%	34%
Burr	45%	20%	80%	42%
Undecided	20%	21%	16%	24%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Lewis/Burr				
Lewis	37%	61%	5%	33%
Burr	43%	16%	80%	42%
Undecided	21%	23%	15%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshal/Burr				
Marshall	37%	61%	6%	31%
Burr	42%	15%	82%	38%
Undecided	21%	24%	13%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Dole Preference				
Burr	41%	36%	53%	31%
Dole	24%	24%	22%	28%
Not Sure	35%	40%	25%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Dole More Visible				
Burr	38%	37%	45%	28%
Dole	34%	29%	39%	38%
Not Sure	28%	34%	16%	33%





Crosstabs

	Base	Race		
		White	African-American	Other
Hagan Approval				
Approve	36%	30%	56%	34%
Disapprove	44%	50%	18%	55%
Not Sure	21%	20%	26%	10%

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	35%	41%	14%	36%
Disapprove	37%	33%	52%	48%
Not Sure	28%	26%	34%	17%

	Base	Race		
		White	African-American	Other
Generic Ballot				
Burr	42%	49%	15%	46%
Democrat	41%	35%	65%	34%
Not Sure	17%	16%	21%	19%

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	7%	6%	11%	22%
Unfavorable	11%	8%	22%	12%
Not Sure	81%	86%	67%	66%





Crosstabs

	Base	Race		
		White	African-American	Other
Lewis Favorability				
Favorable	8%	6%	14%	9%
Unfavorable	12%	11%	16%	14%
Not Sure	80%	83%	69%	78%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	19%	16%	29%	16%
Unfavorable	12%	12%	14%	15%
Not Sure	69%	72%	57%	69%

	Base	Race		
		White	African-American	Other
Cunningham/Burr				
Cunningham	36%	31%	54%	34%
Burr	45%	50%	22%	46%
Undecided	20%	19%	24%	19%

	Base	Race		
		White	African-American	Other
Lewis/Burr				
Lewis	37%	30%	61%	30%
Burr	43%	50%	14%	46%
Undecided	21%	19%	25%	24%





Crosstabs

	Base	Race		
		White	African-American	Other
Marshall/Burr				
Marshall	37%	30%	64%	25%
Burr	42%	50%	11%	46%
Undecided	21%	20%	25%	28%

	Base	Race		
		White	African-American	Other
Burr/Dole Preference				
Burr	41%	44%	32%	15%
Dole	24%	23%	27%	25%
Not Sure	35%	32%	41%	60%

	Base	Race		
		White	African-American	Other
Burr/Dole More Visible				
Burr	38%	39%	38%	13%
Dole	34%	36%	25%	30%
Not Sure	28%	25%	36%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hagan Approval					
Approve	36%	42%	43%	33%	26%
Disapprove	44%	35%	38%	47%	50%
Not Sure	21%	23%	19%	20%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	35%	27%	30%	35%	48%
Disapprove	37%	35%	39%	41%	29%
Not Sure	28%	38%	30%	24%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Ballot					
Burr	42%	31%	43%	40%	54%
Democrat	41%	50%	40%	43%	31%
Not Sure	17%	19%	17%	17%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	7%	8%	10%	8%	4%
Unfavorable	11%	15%	8%	11%	12%
Not Sure	81%	77%	82%	81%	84%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis Favorability					
Favorable	8%	12%	8%	7%	8%
Unfavorable	12%	15%	11%	11%	13%
Not Sure	80%	73%	81%	82%	79%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	19%	23%	20%	16%	19%
Unfavorable	12%	8%	11%	14%	14%
Not Sure	69%	69%	69%	69%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham/Burr					
Cunningham	36%	38%	40%	37%	26%
Burr	45%	38%	38%	45%	55%
Undecided	20%	23%	21%	18%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis/Burr					
Lewis	37%	54%	38%	34%	27%
Burr	43%	27%	39%	45%	54%
Undecided	21%	19%	22%	21%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall/Burr					
Marshall	37%	46%	37%	36%	30%
Burr	42%	35%	36%	43%	54%
Undecided	21%	19%	27%	21%	16%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Dole Preference					
Burr	41%	50%	30%	42%	45%
Dole	24%	23%	24%	25%	24%
Not Sure	35%	27%	46%	33%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Dole More Visible					
Burr	38%	42%	25%	41%	46%
Dole	34%	38%	42%	30%	28%
Not Sure	28%	19%	34%	29%	25%

	Base	Area Code					
		252	336	704	828	910	919
Hagan Approval							
Approve	36%	46%	28%	24%	30%	30%	52%
Disapprove	44%	39%	53%	61%	43%	40%	29%
Not Sure	21%	14%	19%	14%	27%	30%	19%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	35%	38%	46%	40%	30%	36%	23%
Disapprove	37%	34%	35%	32%	33%	30%	56%
Not Sure	28%	28%	19%	27%	37%	34%	22%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Generic Ballot							
Burr	42%	44%	54%	54%	30%	42%	32%
Democrat	41%	38%	36%	27%	45%	37%	57%
Not Sure	17%	17%	11%	19%	24%	21%	11%

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	7%	1%	9%	5%	11%	6%	10%
Unfavorable	11%	10%	10%	17%	8%	12%	10%
Not Sure	81%	89%	80%	78%	81%	82%	79%

	Base	Area Code					
		252	336	704	828	910	919
Lewis Favorability							
Favorable	8%	4%	9%	12%	8%	6%	9%
Unfavorable	12%	8%	9%	27%	5%	11%	14%
Not Sure	80%	89%	83%	61%	87%	83%	78%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	19%	18%	19%	17%	10%	20%	26%
Unfavorable	12%	15%	9%	18%	8%	14%	12%
Not Sure	69%	67%	71%	66%	82%	66%	62%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Cunningham/Burr							
Cunningham	36%	31%	27%	31%	31%	36%	54%
Burr	45%	47%	59%	50%	41%	44%	31%
Undecided	20%	23%	14%	19%	28%	20%	16%

	Base	Area Code					
		252	336	704	828	910	919
Lewis/Burr							
Lewis	37%	34%	29%	32%	33%	36%	52%
Burr	43%	43%	52%	53%	37%	45%	29%
Undecided	21%	23%	19%	15%	30%	19%	18%

	Base	Area Code					
		252	336	704	828	910	919
Marshall/Burr							
Marshall	37%	37%	30%	28%	34%	39%	49%
Burr	42%	41%	55%	54%	36%	39%	29%
Undecided	21%	22%	15%	18%	30%	22%	21%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Dole Preference							
Burr	41%	36%	62%	44%	42%	33%	30%
Dole	24%	32%	14%	26%	21%	18%	33%
Not Sure	35%	32%	24%	30%	38%	50%	37%



Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
Burr/Dole More Visible								
	Burr	38%	36%	65%	38%	37%	32%	23%
	Dole	34%	34%	20%	37%	27%	36%	48%
	Not Sure	28%	30%	15%	25%	36%	33%	30%