

FOR IMMEDIATE RELEASE

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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

Burr continues weak poll standing

Raleigh, N.C. – Richard Burr continues to have approval ratings worse than Elizabeth Dole’s at the same point in the election cycle two years ago as he prepares to run for reelection in 2010, the newest survey from Public Policy Polling finds.

35% of voters in the state approve of the job Burr is doing, with 32% disapproving. Dole’s numbers were 43/31 around this time in 2007.

Burr leads Secretary of State Elaine Marshall 43-35 in a hypothetical contest. Dole led Marshall 46-35 during the period Democrats were recruiting a candidate two years ago.

Even after more than ten years in statewide office and a 2002 Senate campaign, more than half of the voters in the state don’t hold any opinion about Elaine Marshall in an either positive or negative direction. 28% of voters have a positive view of her, 19% a negative one, and 53% have no opinion.

Tested against a generic Democratic candidate, Burr leads 42-38. That number is somewhat misleading though as 22% of Democrats, unsure who their nominee will be, say they are undecided while only 12% of Republicans report the same.

“This poll is just more confirmation of what we’ve found every time we’ve looked at Richard Burr,” said Dean Debnam, President of Public Policy Polling. “A large segment of the electorate knows nothing about him and among those who do he’s basically running 50/50. That makes him very vulnerable to a strong Democratic challenge next year.”

PPP surveyed 1,000 North Carolina voters from March 12th to 15th. The survey’s margin of error is +/-3.1%. 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.

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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..... 35% Not Sure..... 33%
Disapprove..... 32%

Q2 Do you have a favorable or unfavorable opinion of Democratic Secretary of State Elaine Marshall? If favorable, press 1. If unfavorable, press 2. If you’re not sure, press 3.

Favorable.....28% Not Sure.....53%
Unfavorable19%

Q3 If the candidates for US Senate next year were Republican Richard Burr and Democrat Elaine Marshall, who would you vote for? If Richard Burr, press 1. If Elaine Marshall, press 2. If you’re undecided, press 3.

Richard Burr.....43% Undecided.....22%
Elaine Marshall35%

Q4 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.

Richard Burr.....42%
Democratic Opponent..... 38%
Not Sure.....20%

Q5 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 18%
Moderate..... 40%
Conservative..... 41%

Q6 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..... 12%
Suburban 28%
Rural 31%
Small Town..... 29%

Q7 If you are a woman, press 1, if a man, press 2.

Woman 54%
Man..... 46%

Q8 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..... 36%
Independent/Other..... 17%

Q9 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 76%
African-American 21%
Other..... 3%

Q10 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..... 15%
30 to 45..... 25%
46 to 65..... 40%
Older than 65..... 20%





Q11

252.....	13%
336.....	20%
704.....	19%
828.....	15%
910.....	11%
919.....	21%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	35%	14%	26%	53%
Disapprove	32%	55%	37%	17%
Not Sure	33%	31%	36%	30%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	28%	47%	33%	14%
Unfavorable	19%	8%	13%	31%
Not Sure	53%	45%	55%	55%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Marshall				
Richard Burr	43%	18%	31%	66%
Elaine Marshall	35%	66%	44%	13%
Undecided	22%	16%	25%	21%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Democrat				
Richard Burr	42%	11%	29%	69%
Democratic Opponent	38%	72%	50%	12%
Not Sure	20%	17%	22%	19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	35%	31%	31%	39%	37%
Disapprove	32%	38%	35%	28%	32%
Not Sure	33%	31%	34%	33%	32%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	28%	35%	29%	26%	26%
Unfavorable	19%	15%	14%	22%	22%
Not Sure	53%	49%	57%	52%	52%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Marshall					
Richard Burr	43%	37%	37%	51%	43%
Elaine Marshall	35%	46%	44%	27%	31%
Undecided	22%	18%	19%	22%	26%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Democrat					
Richard Burr	42%	36%	37%	48%	43%
Democratic Opponent	38%	45%	46%	31%	36%
Not Sure	20%	20%	18%	21%	21%





Crosstabs

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	35%	28%	43%
Disapprove	32%	31%	34%
Not Sure	33%	41%	23%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	28%	30%	25%
Unfavorable	19%	15%	24%
Not Sure	53%	55%	51%

	Base	Gender	
		Woman	Man
Burr/Marshall			
Richard Burr	43%	36%	51%
Elaine Marshall	35%	41%	29%
Undecided	22%	23%	20%

	Base	Gender	
		Woman	Man
Burr/Democrat			
Richard Burr	42%	35%	50%
Democratic Opponent	38%	42%	34%
Not Sure	20%	23%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	35%	18%	58%	35%
Disapprove	32%	46%	12%	35%
Not Sure	33%	36%	30%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Marshall Favorability				
Favorable	28%	43%	11%	21%
Unfavorable	19%	7%	35%	19%
Not Sure	53%	50%	54%	60%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Marshall				
Richard Burr	43%	18%	76%	42%
Elaine Marshall	35%	59%	7%	29%
Undecided	22%	23%	17%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Democrat				
Richard Burr	42%	11%	82%	41%
Democratic Opponent	38%	66%	6%	30%
Not Sure	20%	22%	12%	29%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	35%	40%	16%	42%
Disapprove	32%	29%	42%	47%
Not Sure	33%	31%	41%	11%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	28%	23%	42%	36%
Unfavorable	19%	22%	8%	22%
Not Sure	53%	55%	50%	42%

	Base	Race		
		White	African-American	Other
Burr/Marshall				
Richard Burr	43%	51%	17%	37%
Elaine Marshall	35%	30%	54%	30%
Undecided	22%	19%	29%	33%

	Base	Race		
		White	African-American	Other
Burr/Democrat				
Richard Burr	42%	52%	8%	25%
Democratic Opponent	38%	32%	62%	33%
Not Sure	20%	16%	30%	43%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	35%	29%	37%	33%	41%
Disapprove	32%	27%	33%	35%	30%
Not Sure	33%	45%	30%	32%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	28%	22%	34%	27%	25%
Unfavorable	19%	24%	18%	18%	18%
Not Sure	53%	53%	48%	54%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Marshall					
Richard Burr	43%	37%	40%	44%	48%
Elaine Marshall	35%	31%	40%	37%	29%
Undecided	22%	33%	19%	19%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Democrat					
Richard Burr	42%	39%	38%	43%	47%
Democratic Opponent	38%	33%	41%	41%	34%
Not Sure	20%	29%	20%	16%	19%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	35%	36%	45%	33%	30%	37%	29%
Disapprove	32%	34%	28%	28%	34%	27%	41%
Not Sure	33%	30%	27%	39%	36%	36%	30%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	28%	25%	25%	28%	21%	26%	38%
Unfavorable	19%	16%	23%	20%	17%	21%	16%
Not Sure	53%	59%	53%	52%	62%	53%	45%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Marshall							
Richard Burr	43%	41%	53%	43%	43%	45%	34%
Elaine Marshall	35%	31%	30%	32%	36%	30%	48%
Undecided	22%	28%	17%	25%	21%	25%	18%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Democrat							
Richard Burr	42%	36%	50%	43%	46%	43%	33%
Democratic Opponent	38%	42%	33%	34%	34%	34%	50%
Not Sure	20%	22%	17%	23%	19%	23%	17%

