

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 trails Cooper, narrowly leads McIntyre

Raleigh, N.C. – A fresh look at how Roy Cooper would fare if he challenged Richard Burr next year yields basically the same results as a December poll, the newest survey from Public Policy Polling finds.

Cooper leads Burr 41-37 in the hypothetical contest, a margin similar to the 39-34 one he held the previous time PPP polled it.

Burr's approval rating continues to languish in the mid 30s, with 35% of voters in the state expressing support for the job he's doing and 31% dissenting. 41% of respondents said they have a favorable opinion of Cooper with just 20% holding a negative view of him.

"If Roy Cooper enters the race for US Senate this race automatically becomes a tossup, if not even slightly Democratic leaning," said Dean Debnam, President of Public Policy Polling. "It's quite unusual for an incumbent who doesn't have major ethical problems to trail an unannounced challenger."

PPP also tested Congressman Mike McIntyre in this poll and found him trailing Burr just 39-34, the best performance of anyone we've tested besides Cooper. McIntyre is not very well known statewide, with 56% of respondents holding no opinion about him, but he is extremely popular in southeastern North Carolina where his district is. 49% of respondents there have a favorable opinion of him, better than Burr's standing in any region of the state and better than Cooper's everywhere besides the Triangle.

PPP will release its newest numbers on Barack Obama's job approval tomorrow.

PPP surveyed 979 North Carolina voters from April 8th to 11th. 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..... 31%

Q2 Do you have a favorable or unfavorable opinion of Democratic Attorney General Roy Cooper? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....41% *Not Sure*.....40%
Unfavorable20%

Q3 Do you have a favorable or unfavorable opinion of Democratic Congressman Mike McIntyre? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....23% *Not Sure*.....56%
Unfavorable21%

Q4 If the candidates for US Senate in 2010 were Republican Richard Burr and Democrat Roy Cooper, who would you vote for? If Richard Burr, press 1. If Roy Cooper, press 2. If you're undecided, press 3.

Richard Burr..... 37%
Roy Cooper..... 41%
Undecided.....22%

Q5 If the candidates for US Senate in 2010 were Republican Richard Burr and Democrat Mike McIntyre, who would you vote for? If Richard Burr, press 1. If Mike McIntyre, press 2. If you're undecided, press 3.

Richard Burr..... 39%
Mike McIntyre 34%
Undecided..... 27%

Q6 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal..... 17%
Moderate.....42%
Conservative..... 42%

Q7 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..... 16%
Suburban30%
Rural.....24%
Small Town..... 30%

Q8 If you are a woman, press 1, if a man, press 2.

Woman 54%
Man.....46%

Q9 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..... 33%
Independent/Other..... 19%

Q10 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%





Q11 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.....	10%
30 to 45.....	27%
46 to 65.....	42%
Older than 65.....	20%

Q12

252.....	13%
336.....	19%
704.....	18%
828.....	15%
910.....	14%
919.....	21%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr Approval				
Approve	35%	14%	25%	54%
Disapprove	31%	55%	36%	17%
Not Sure	33%	31%	39%	28%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cooper Favorability				
Favorable	41%	57%	49%	26%
Unfavorable	20%	6%	12%	32%
Not Sure	40%	37%	38%	42%

	Base	Ideology		
		Liberal	Moderate	Conservative
McIntyre Favorability				
Favorable	23%	40%	26%	13%
Unfavorable	21%	8%	13%	35%
Not Sure	56%	52%	61%	52%

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/Cooper				
Richard Burr	37%	13%	21%	64%
Roy Cooper	41%	71%	56%	15%
Undecided	22%	17%	24%	21%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Burr/McIntyre				
Richard Burr	39%	15%	22%	66%
Mike McIntyre	34%	63%	42%	14%
Undecided	27%	22%	36%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr Approval					
Approve	35%	38%	33%	38%	34%
Disapprove	31%	31%	32%	30%	32%
Not Sure	33%	31%	35%	32%	34%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cooper Favorability					
Favorable	41%	46%	40%	40%	39%
Unfavorable	20%	18%	18%	23%	19%
Not Sure	40%	36%	42%	37%	42%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McIntyre Favorability					
Favorable	23%	29%	22%	23%	21%
Unfavorable	21%	21%	21%	20%	23%
Not Sure	56%	51%	56%	57%	57%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/Cooper					
Richard Burr	37%	34%	34%	40%	41%
Roy Cooper	41%	47%	42%	37%	39%
Undecided	22%	19%	23%	23%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Burr/McIntyre					
Richard Burr	39%	38%	36%	40%	42%
Mike McIntyre	34%	39%	35%	31%	33%
Undecided	27%	23%	29%	29%	25%

	Base	Gender	
		Woman	Man
Burr Approval			
Approve	35%	30%	42%
Disapprove	31%	28%	35%
Not Sure	33%	41%	24%

	Base	Gender	
		Woman	Man
Cooper Favorability			
Favorable	41%	41%	41%
Unfavorable	20%	14%	27%
Not Sure	40%	46%	32%





Crosstabs

	Base	Gender	
		Woman	Man
McIntyre Favorability			
Favorable	23%	23%	23%
Unfavorable	21%	14%	30%
Not Sure	56%	63%	47%

	Base	Gender	
		Woman	Man
Burr/Cooper			
Richard Burr	37%	31%	45%
Roy Cooper	41%	43%	39%
Undecided	22%	26%	16%

	Base	Gender	
		Woman	Man
Burr/McIntyre			
Richard Burr	39%	32%	47%
Mike McIntyre	34%	35%	33%
Undecided	27%	33%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr Approval				
Approve	35%	18%	59%	37%
Disapprove	31%	44%	14%	31%
Not Sure	33%	38%	27%	32%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cooper Favorability				
Favorable	41%	54%	28%	32%
Unfavorable	20%	8%	34%	24%
Not Sure	40%	39%	38%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
McIntyre Favorability				
Favorable	23%	37%	9%	12%
Unfavorable	21%	6%	39%	27%
Not Sure	56%	56%	51%	61%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/Cooper				
Richard Burr	37%	14%	72%	37%
Roy Cooper	41%	65%	14%	29%
Undecided	22%	21%	15%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
Burr/McIntyre				
Richard Burr	39%	14%	76%	35%
Mike McIntyre	34%	57%	9%	21%
Undecided	27%	29%	15%	43%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr Approval				
Approve	35%	40%	18%	43%
Disapprove	31%	30%	37%	24%
Not Sure	33%	30%	45%	33%

	Base	Race		
		White	African-American	Other
Cooper Favorability				
Favorable	41%	39%	46%	45%
Unfavorable	20%	22%	9%	18%
Not Sure	40%	38%	45%	37%

	Base	Race		
		White	African-American	Other
McIntyre Favorability				
Favorable	23%	19%	40%	27%
Unfavorable	21%	25%	8%	27%
Not Sure	56%	57%	53%	45%

	Base	Race		
		White	African-American	Other
Burr/Cooper				
Richard Burr	37%	45%	11%	27%
Roy Cooper	41%	36%	60%	39%
Undecided	22%	19%	28%	33%





Crosstabs

	Base	Race		
		White	African-American	Other
Burr/McIntyre				
Richard Burr	39%	47%	9%	29%
Mike McIntyre	34%	28%	57%	29%
Undecided	27%	24%	34%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr Approval					
Approve	35%	27%	37%	34%	41%
Disapprove	31%	32%	29%	35%	28%
Not Sure	33%	41%	34%	32%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cooper Favorability					
Favorable	41%	35%	37%	44%	41%
Unfavorable	20%	19%	22%	17%	22%
Not Sure	40%	46%	41%	38%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McIntyre Favorability					
Favorable	23%	28%	19%	26%	21%
Unfavorable	21%	22%	29%	17%	19%
Not Sure	56%	50%	53%	57%	60%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/Cooper					
Richard Burr	37%	28%	41%	35%	42%
Roy Cooper	41%	46%	37%	44%	38%
Undecided	22%	26%	22%	21%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Burr/McIntyre					
Richard Burr	39%	34%	43%	34%	46%
Mike McIntyre	34%	38%	31%	37%	30%
Undecided	27%	28%	26%	29%	24%

	Base	Area Code					
		252	336	704	828	910	919
Burr Approval							
Approve	35%	39%	40%	31%	31%	37%	35%
Disapprove	31%	33%	34%	35%	29%	26%	29%
Not Sure	33%	28%	26%	34%	39%	38%	35%

	Base	Area Code					
		252	336	704	828	910	919
Cooper Favorability							
Favorable	41%	42%	42%	38%	29%	38%	52%
Unfavorable	20%	24%	16%	23%	22%	20%	16%
Not Sure	40%	33%	42%	39%	49%	42%	32%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
McIntyre Favorability							
Favorable	23%	19%	19%	16%	16%	49%	23%
Unfavorable	21%	25%	18%	22%	21%	22%	21%
Not Sure	56%	56%	63%	61%	63%	28%	56%

	Base	Area Code					
		252	336	704	828	910	919
Burr/Cooper							
Richard Burr	37%	40%	44%	32%	36%	40%	35%
Roy Cooper	41%	44%	37%	43%	36%	40%	45%
Undecided	22%	16%	19%	25%	28%	20%	20%

	Base	Area Code					
		252	336	704	828	910	919
Burr/McIntyre							
Richard Burr	39%	38%	47%	38%	36%	33%	40%
Mike McIntyre	34%	33%	31%	32%	31%	48%	32%
Undecided	27%	28%	23%	30%	32%	19%	28%

