

FOR IMMEDIATE RELEASE

February 18, 2010

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

Marshall Leads Primary

Raleigh, N.C. – Elaine Marshall is ahead in the race for the Democratic Senate nomination but with a majority of voters undecided the contest is pretty much up in the air right now.

Marshall's getting 29%, compared to 12% for Cal Cunningham, 5% for Kenneth Lewis, and 2% for Marcus Williams. There aren't any clear dividing lines emerging within the numbers yet- Marshall has a double digit lead with liberals, moderates, conservatives, urban, suburban, and rural voters, men, women, Democrats, independents, whites, blacks, every age group except young people, and in every region of the state except metro Charlotte and the northeast.

Even within the Democratic primary electorate none of the candidates are at even 40% name recognition. Marshall is the best known with a 29/9 favorability ratio, followed by Lewis at 9/9, and Cunningham at 9/7.

On the Republican side Richard Burr leads with a surprisingly weak 55% to 10% for Brad Jones and 3% for Eddie Burks. 31% of voters are undecided in that contest.

“It's no surprise there are so many undecideds on the Democratic side and that won't change until the candidates become better known,” said Dean Debnam, President of Public Policy Polling. “The number of Republicans unwilling to commit to voting for Richard Burr is a bit of an unexpected development.”

PPP surveyed 400 likely Democratic primary voters and 646 likely Republican primary voters from February 12th to 15th. The margin of error for the Democratic survey is +/- 4.9% and for the Republican survey it's +/-3.9%. 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 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..... 9% *Not Sure*..... 84%
Unfavorable..... 7%

Q2 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..... 9%
Unfavorable 9%
Not Sure..... 81%

Q3 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..... 29%
Unfavorable 9%
Not Sure..... 62%

Q4 The Democratic candidates for US Senate are Cal Cunningham, Kenneth Lewis, Elaine Marshall, and Marcus Williams. If the election was today, who would you vote for? If Cal Cunningham, press 1. If Kenneth Lewis, press 2. If Elaine Marshall, press 3. If Marcus Williams, press 4. If you're undecided, press 5.

Cunningham 12%
Lewis 5%
Marshall 29%
Williams 2%
Undecided..... 51%

Q5 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 19%
Obama 77%
Someone else/Don't remember 3%

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

Liberal..... 33%
Moderate..... 47%
Conservative..... 21%

Q7 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..... 10%
Economy and Jobs 54%
Taxes..... 2%
Moral and family values 7%
Health care 17%
Immigration..... 1%
Other..... 2%





Q8 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.

<i>Urban</i>	19%
<i>Suburban</i>	29%
<i>Rural</i>	25%
<i>Small Town</i>	27%

Q9 If you are a woman, press 1, if a man, press 2.

<i>Woman</i>	59%
<i>Man</i>	41%

Q10 If you are a Democrat, press 1. If an independent, press 2.

<i>Democrat</i>	85%
<i>Independent</i>	15%

Q11 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	66%
<i>African-American</i>	31%
<i>Other</i>	3%

Q12 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.

<i>18 to 29</i>	8%
<i>30 to 45</i>	26%
<i>46 to 65</i>	45%
<i>Older than 65</i>	21%

Q13

<i>252</i>	8%
<i>336</i>	19%
<i>704</i>	15%
<i>828</i>	17%
<i>910</i>	17%
<i>919</i>	24%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Cunningham Favorability				
Favorable	9%	6%	10%	12%
Unfavorable	7%	10%	6%	19%
Not Sure	84%	84%	84%	68%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Lewis Favorability				
Favorable	9%	6%	10%	12%
Unfavorable	9%	15%	8%	19%
Not Sure	81%	79%	82%	68%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Marshall Favorability				
Favorable	29%	16%	31%	34%
Unfavorable	9%	25%	5%	15%
Not Sure	62%	59%	64%	51%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Democrats Senate				
Cunningham	12%	7%	14%	10%
Lewis	5%	7%	4%	15%
Marshall	29%	21%	32%	21%
Williams	2%	3%	2%	-
Undecided	51%	62%	48%	53%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Cunningham Favorability				
Favorable	9%	11%	9%	7%
Unfavorable	7%	5%	6%	14%
Not Sure	84%	84%	85%	79%

	Base	Ideology		
		Liberal	Moderate	Conservative
Lewis Favorability				
Favorable	9%	11%	9%	8%
Unfavorable	9%	7%	10%	10%
Not Sure	81%	82%	80%	81%

	Base	Ideology		
		Liberal	Moderate	Conservative
Marshall Favorability				
Favorable	29%	28%	32%	22%
Unfavorable	9%	8%	5%	18%
Not Sure	62%	63%	63%	60%

	Base	Ideology		
		Liberal	Moderate	Conservative
Democrats Senate				
Cunningham	12%	14%	12%	9%
Lewis	5%	4%	5%	8%
Marshall	29%	34%	30%	22%
Williams	2%	2%	1%	5%
Undecided	51%	46%	52%	56%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Cunningham Favorability					
Favorable	9%	12%	9%	7%	10%
Unfavorable	7%	9%	7%	8%	5%
Not Sure	84%	78%	85%	85%	85%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Lewis Favorability					
Favorable	9%	11%	7%	8%	12%
Unfavorable	9%	11%	14%	7%	6%
Not Sure	81%	78%	79%	85%	82%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Marshall Favorability					
Favorable	29%	32%	32%	26%	24%
Unfavorable	9%	13%	7%	8%	10%
Not Sure	62%	55%	61%	66%	66%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Democrats Senate					
Cunningham	12%	17%	16%	9%	8%
Lewis	5%	8%	4%	5%	5%
Marshall	29%	27%	31%	27%	32%
Williams	2%	1%	2%	2%	4%
Undecided	51%	48%	46%	57%	52%





Crosstabs

	Base	Gender	
		Woman	Man
Cunningham Favorability			
Favorable	9%	8%	12%
Unfavorable	7%	5%	9%
Not Sure	84%	87%	79%

	Base	Gender	
		Woman	Man
Lewis Favorability			
Favorable	9%	7%	13%
Unfavorable	9%	7%	13%
Not Sure	81%	86%	75%

	Base	Gender	
		Woman	Man
Marshall Favorability			
Favorable	29%	30%	26%
Unfavorable	9%	7%	12%
Not Sure	62%	63%	62%

	Base	Gender	
		Woman	Man
Democrats Senate			
Cunningham	12%	10%	15%
Lewis	5%	5%	6%
Marshall	29%	31%	28%
Williams	2%	1%	5%
Undecided	51%	54%	47%





Crosstabs

	Base	Party	
		Democrat	Independent
Cunningham Favorability			
Favorable	9%	9%	11%
Unfavorable	7%	7%	6%
Not Sure	84%	84%	83%

	Base	Party	
		Democrat	Independent
Lewis Favorability			
Favorable	9%	10%	8%
Unfavorable	9%	9%	10%
Not Sure	81%	81%	82%

	Base	Party	
		Democrat	Independent
Marshall Favorability			
Favorable	29%	30%	22%
Unfavorable	9%	8%	13%
Not Sure	62%	62%	64%

	Base	Party	
		Democrat	Independent
Democrats Senate			
Cunningham	12%	13%	8%
Lewis	5%	5%	7%
Marshall	29%	28%	39%
Williams	2%	2%	3%
Undecided	51%	52%	43%





Crosstabs

	Base	Race		
		White	African-American	Other
Cunningham Favorability				
Favorable	9%	8%	13%	7%
Unfavorable	7%	8%	5%	10%
Not Sure	84%	84%	83%	83%

	Base	Race		
		White	African-American	Other
Lewis Favorability				
Favorable	9%	8%	13%	10%
Unfavorable	9%	10%	9%	10%
Not Sure	81%	83%	79%	79%

	Base	Race		
		White	African-American	Other
Marshall Favorability				
Favorable	29%	28%	30%	24%
Unfavorable	9%	10%	8%	14%
Not Sure	62%	62%	63%	62%

	Base	Race		
		White	African-American	Other
Democrats Senate				
Cunningham	12%	11%	14%	24%
Lewis	5%	4%	8%	3%
Marshall	29%	30%	28%	28%
Williams	2%	2%	3%	3%
Undecided	51%	52%	49%	41%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cunningham Favorability					
Favorable	9%	13%	7%	11%	7%
Unfavorable	7%	13%	7%	8%	2%
Not Sure	84%	74%	87%	80%	91%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lewis Favorability					
Favorable	9%	13%	6%	12%	7%
Unfavorable	9%	19%	9%	8%	9%
Not Sure	81%	68%	85%	80%	83%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Marshall Favorability					
Favorable	29%	29%	19%	35%	26%
Unfavorable	9%	6%	7%	10%	11%
Not Sure	62%	66%	74%	55%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Democrats Senate					
Cunningham	12%	32%	6%	12%	14%
Lewis	5%	10%	4%	6%	2%
Marshall	29%	23%	32%	30%	28%
Williams	2%	5%	4%	2%	-
Undecided	51%	31%	54%	50%	57%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Cunningham Favorability							
Favorable	9%	3%	7%	13%	8%	9%	12%
Unfavorable	7%	10%	1%	9%	11%	12%	3%
Not Sure	84%	87%	92%	78%	81%	79%	85%

	Base	Area Code					
		252	336	704	828	910	919
Lewis Favorability							
Favorable	9%	-	13%	10%	4%	14%	10%
Unfavorable	9%	4%	2%	19%	15%	13%	4%
Not Sure	81%	96%	86%	71%	81%	73%	86%

	Base	Area Code					
		252	336	704	828	910	919
Marshall Favorability							
Favorable	29%	13%	26%	24%	24%	26%	43%
Unfavorable	9%	16%	4%	9%	13%	13%	6%
Not Sure	62%	71%	70%	67%	63%	61%	51%

	Base	Area Code					
		252	336	704	828	910	919
Democrats Senate							
Cunningham	12%	13%	8%	13%	13%	10%	16%
Lewis	5%	4%	7%	4%	4%	9%	3%
Marshall	29%	18%	26%	21%	34%	29%	39%
Williams	2%	-	2%	2%	4%	3%	2%
Undecided	51%	64%	57%	61%	45%	49%	41%





North Carolina Survey Results

Q1 The Republican candidates for US Senate are Richard Burr, Eddie Burks, and Brad Jones. If the election was today, who would you vote for? If Richard Burr, press 1. If Eddie Burks, press 2. If Brad Jones, press 3. If you're undecided, press 4.

<i>Burr</i>	55%
<i>Burks</i>	3%
<i>Jones</i>	10%
<i>Undecided</i>	31%

Q2 If the Republican candidates for President in 2012 were Mike Huckabee, Sarah Palin, and Mitt Romney who would you vote for? If Mike Huckabee, press 1. If Sarah Palin, press 2. If Mitt Romney, press 3. If you're undecided, press 4.

<i>Huckabee</i>	33%
<i>Palin</i>	27%
<i>Romney</i>	25%
<i>Undecided</i>	14%

Q3 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

<i>McCain</i>	88%
<i>Obama</i>	8%
<i>Someone else/Don't remember</i>	4%

Q4 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

<i>Liberal</i>	3%
<i>Moderate</i>	24%
<i>Conservative</i>	73%

Q5 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.

<i>War in Iraq</i>	4%
<i>Education</i>	4%
<i>Economy and Jobs</i>	57%
<i>Taxes</i>	11%
<i>Moral and family values</i>	16%
<i>Health care</i>	4%
<i>Immigration</i>	2%
<i>Other</i>	1%

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.

<i>Urban</i>	11%
<i>Suburban</i>	27%
<i>Rural</i>	30%
<i>Small Town</i>	32%

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

<i>Woman</i>	46%
<i>Man</i>	54%

Q8 If you are a Republican, press 1. If an independent, press 2.

<i>Republican</i>	83%
<i>Independent</i>	17%





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

White 93%

African-American 2%

Other..... 4%

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..... 10%

30 to 45..... 25%

46 to 65..... 43%

Older than 65..... 22%

Q11

252..... 8%

336..... 23%

704..... 22%

828..... 16%

910..... 14%

919..... 16%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Republicans Senate				
Burr	55%	58%	33%	34%
Burks	3%	1%	14%	9%
Jones	10%	10%	21%	4%
Undecided	31%	30%	32%	53%

	Base	2008 Vote		
		McCain	Obama	Someone else/Don't remember
Republicans 2012				
Huckabee	33%	33%	28%	42%
Palin	27%	29%	14%	13%
Romney	25%	25%	27%	20%
Undecided	14%	13%	31%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
Republicans Senate				
Burr	55%	43%	50%	58%
Burks	3%	4%	1%	3%
Jones	10%	9%	13%	10%
Undecided	31%	45%	35%	30%

	Base	Ideology		
		Liberal	Moderate	Conservative
Republicans 2012				
Huckabee	33%	9%	32%	34%
Palin	27%	46%	18%	30%
Romney	25%	23%	30%	24%
Undecided	14%	23%	20%	13%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Republicans Senate					
Burr	55%	51%	55%	59%	54%
Burks	3%	-	3%	2%	3%
Jones	10%	16%	11%	6%	12%
Undecided	31%	33%	31%	32%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Republicans 2012					
Huckabee	33%	24%	37%	31%	34%
Palin	27%	34%	18%	38%	23%
Romney	25%	27%	31%	16%	28%
Undecided	14%	15%	14%	14%	15%

	Base	Gender	
		Woman	Man
Republicans Senate			
Burr	55%	51%	60%
Burks	3%	3%	3%
Jones	10%	10%	11%
Undecided	31%	37%	26%

	Base	Gender	
		Woman	Man
Republicans 2012			
Huckabee	33%	30%	35%
Palin	27%	29%	27%
Romney	25%	27%	24%
Undecided	14%	15%	14%





Crosstabs

	Base	Party	
		Republican	Independent
Republicans Senate			
Burr	55%	60%	36%
Burks	3%	2%	6%
Jones	10%	10%	15%
Undecided	31%	29%	43%

	Base	Party	
		Republican	Independent
Republicans 2012			
Huckabee	33%	32%	37%
Palin	27%	29%	20%
Romney	25%	25%	26%
Undecided	14%	14%	17%

	Base	Race		
		White	African-American	Other
Republicans Senate				
Burr	55%	56%	43%	49%
Burks	3%	2%	16%	8%
Jones	10%	11%	9%	7%
Undecided	31%	31%	32%	36%

	Base	Race		
		White	African-American	Other
Republicans 2012				
Huckabee	33%	32%	13%	53%
Palin	27%	27%	53%	16%
Romney	25%	26%	20%	19%
Undecided	14%	15%	15%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Republicans Senate					
Burr	55%	46%	47%	55%	70%
Burks	3%	4%	4%	2%	1%
Jones	10%	15%	7%	13%	7%
Undecided	31%	35%	42%	29%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Republicans 2012					
Huckabee	33%	50%	31%	30%	32%
Palin	27%	38%	33%	25%	21%
Romney	25%	12%	25%	25%	32%
Undecided	14%	-	11%	19%	16%

	Base	Area Code					
		252	336	704	828	910	919
Republicans Senate							
Burr	55%	56%	64%	53%	45%	52%	61%
Burks	3%	4%	3%	2%	2%	3%	3%
Jones	10%	2%	8%	12%	16%	11%	10%
Undecided	31%	38%	25%	33%	37%	34%	26%

	Base	Area Code					
		252	336	704	828	910	919
Republicans 2012							
Huckabee	33%	29%	33%	37%	30%	23%	40%
Palin	27%	32%	31%	26%	30%	30%	17%
Romney	25%	20%	21%	25%	23%	30%	32%
Undecided	14%	19%	15%	12%	17%	17%	11%

