

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JULY 2010

RICHARD BURR

	VOTING				
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	380	158	62
			63%	26%	10%
FAVORABLE	203	34	33%	38%	28%
UNFAVOR	172	29	29%	30%	24%
NO OPIN	171	29	29%	23%	43% *
NOT AWARE	54	9	10%	10%	5%

	N	%	POL. BELIEFS					EMPLOYMENT				
			VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
	600	100	65	63	131	145	177	78	174	69	199	47
			11%	10%	22%	24%	30%	13%	29%	12%	33%	8%
FAVORABLE	203	34	15% *	20% *	35%	56% *	29%	46% *	38%	31%	32%	19% *
UNFAVOR	172	29	58% *	40% *	18% *	15% *	33%	27%	27%	29%	28%	38% *
NO OPIN	171	29	19% *	27%	36%	24%	32%	22%	28%	37%	28%	32%
NOT AWARE	54	9	9%	13%	11%	5%	6%	5%	8%	3%	12%	11%

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		ETHNICITY				GEOGRAPHIC				
		CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
N	%									
	600	100	461 77%	95 16%	125 21%	67 11%	117 19%	137 23%	71 12%	84 14%
FAVORABLE	203	34	39%	7% *	42%	30%	43% *	28%	23% *	32%
UNFAVOR	172	29	26%	35%	24%	26%	30%	32%	34%	26%
NO OPIN	171	29	27%	43% *	29%	28%	21%	34%	38% *	22%
NOT AWARE	54	9	7%	16%	6%	16%	6%	6%	6%	20% *

		AGE				AFFIL.			GENDER		
		26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE	
N	%										
	600	100	108 18%	166 28%	143 24%	159 26%	264 44%	198 33%	138 23%	280 47%	320 53%
FAVORABLE	203	34	32%	41%	29%	34%	16% *	57% *	34%	40%	29%
UNFAVOR	172	29	26%	25%	31%	31%	41% *	10% *	31%	28%	29%
NO OPIN	171	29	26%	31%	30%	24%	32%	25%	28%	25%	32%
NOT AWARE	54	9	16%	3%	10%	10%	11%	8%	8%	7%	11%

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MARSHALL

		VOTING		
		DEFINITE	VERY	SOMEWHAT
N	%			
	600	380	158	62
		63%	26%	10%
FAVORABLE	143	25%	24%	17%
UNFAVOR	86	16%	16%	3% *
NO OPIN	184	28%	31%	48% *
NOT AWARE	188	32%	30%	31%

		POL. BELIEFS					EMPLOYMENT					
		VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.	
N	%											
	600	65	63	131	145	177	78	174	69	199	47	
		11%	10%	22%	24%	30%	13%	29%	12%	33%	8%	
FAVORABLE	143	53% *	40% *	19%	10% *	25%	20%	23%	25%	25%	24%	
UNFAVOR	86	3% *	8%	16%	24% *	12%	16%	17%	14%	14%	2% *	
NO OPIN	184	19% *	31%	34%	31%	32%	23%	36%	30%	30%	32%	
NOT AWARE	188	25%	21% *	31%	35%	31%	41% *	24%	31%	30%	42% *	

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MARSHALL

		ETHNICITY				GEOGRAPHIC				
		CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
N	%									
	600	100	461 77%	95 16%	125 21%	67 11%	117 19%	137 23%	71 12%	84 14%
FAVORABLE	143	24	22%	31%	19%	28%	22%	26%	21%	28%
UNFAVOR	86	14	17%	4% *	12%	13%	17%	17%	14%	12%
NO OPIN	184	31	31%	31%	35%	26%	32%	34%	31%	22%
NOT AWARE	188	31	30%	33%	34%	33%	30%	23%	33%	38%

		AGE				AFFIL.			GENDER		
		26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE	
N	%										
	600	100	108 18%	166 28%	143 24%	159 26%	264 44%	198 33%	138 23%	280 47%	320 53%
FAVORABLE	143	24	24%	23%	20%	29%	38% *	8% *	19%	25%	23%
UNFAVOR	86	14	17%	12%	20%	10%	8%	23% *	13%	14%	15%
NO OPIN	184	31	21% *	37%	35%	28%	25%	32%	38%	30%	31%
NOT AWARE	188	31	39%	27%	25%	34%	28%	36%	31%	31%	31%

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US SENATE

	VOTING				
	N	%	DEFINITE	VERY	SOMEWHAT
	595	100	376 63%	157 26%	62 10%
BURR	263	44	43%	49%	40%
MARSHALL	222	37	38%	37%	36%
BEITLER	19	3	3%	4%	2%
NOT SURE	91	15	16%	10%	22%

	POL. BELIEFS							EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
	595	100	65 11%	63 11%	130 22%	145 24%	174 29%	78 13%	173 29%	69 12%	196 33%	47 8%
BURR	263	44	6% *	12% *	55% *	77% *	35%	48%	49%	44%	43%	30% *
MARSHALL	222	37	84% *	63% *	28% *	11% *	42%	34%	37%	38%	37%	46%
BEITLER	19	3	1%	8%	2%	4%	2%	3%	4%	4%	3%	2%
NOT SURE	91	15	9%	18%	15%	8%	20%	15%	10%	13%	17%	22%

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US SENATE

			ETHNICITY				GEOGRAPHIC			
	N	%	CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	595	100	458 77%	94 16%	122 21%	66 11%	116 19%	136 23%	71 12%	84 14%
BURR	263	44	54% *	6% *	55% *	46%	49%	41%	35%	33% *
MARSHALL	222	37	29%	76% *	30%	38%	33%	41%	44%	42%
BEITLER	19	3	3%	2%	1%	6%	4%	3%	1%	5%
NOT SURE	91	15	14%	16%	14%	10%	13%	16%	19%	20%

			AGE				AFFIL.			GENDER	
	N	%	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE
	595	100	107 18%	166 28%	141 24%	156 26%	260 44%	198 33%	137 23%	277 47%	318 53%
BURR	263	44	43%	49%	41%	42%	17% *	80% *	44%	45%	43%
MARSHALL	222	37	39%	34%	40%	38%	64% *	7% *	31%	36%	39%
BEITLER	19	3	5%	5%	1%	2%	2%	5%	3%	4%	2%
NOT SURE	91	15	13%	12%	18%	18%	16%	9%	22%	15%	16%