

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 DECEMBER 2009

IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY AND THE CANDIDATES WERE REPUBLICAN RICHARD BURR AND DEMOCRAT ELAINE MARSHALL, FOR WHOM WOULD YOU VOTE? IF NOT SURE/REFUSED, ARE YOU LEANING TOWARD REPUBLICAN RICHARD BURR OR DEMOCRAT ELAINE MARSHALL?

	N		AGE GROUP					PHILOSOPHY							
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE			
	594	100	26 4%	129 22%	179 30%	117 20%	138 23%	86 14%	66 11%	124 21%	158 27%	147 25%			
BURR	177	30	23%	26%	35%	28%	30%	6% *	3% *	31%	64% *	20% *			
LEAN BURR	59	10	4%	14%	10%	8%	9%	3%	6%	20% *	10%	5%			
LEAN MARSHALL	67	11	27% *	12%	10%	9%	12%	12%	38% *	6%	4%	12%			
MARSHALL	122	21	15%	17%	17%	27%	24%	60% *	26%	8% *	6% *	22%			
NOT SURE	169	28	31%	32%	27%	28%	25%	19% *	27%	35%	16% *	41% *			
BURR	236	40	27% *	40%	45%	36%	39%	9% *	9% *	52% *	74% *	26% *			
MARSHALL	189	32	42% *	29%	27%	36%	36%	72% *	64% *	14% *	10% *	33%			
NET BURR	47	8	-15% *	11%	18% *	0%	3%	-63% *	-55% *	38% *	64% *	-7% *			
BURR : MARSHALL	1.2:1		1:1.6 *	1.4:1 *	1.7:1 *	1:1.0 *	1.1:1 *	1:7.8 *	1:7.0 *	3.8:1 *	7.3:1 *	1:1.3			
	N		EMPLOYMENT					HERITAGE			AFFIL.		GENDER		
	N	%	SELF EMPLOYED	WORKING PRIVATE	WORK FOR GOVT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
	594	100	71 12%	202 34%	58 10%	22 4%	183 31%	52 9%	451 76%	125 21%	289 49%	209 35%	96 16%	272 46%	322 54%
BURR	177	30	38%	29%	43% *	32%	26%	21%	37%	4% *	13% *	56% *	23%	33%	27%
LEAN BURR	59	10	8%	12%	9%	9%	9%	6%	12%	2%	6%	15%	12%	10%	10%
LEAN MARSHALL	67	11	11%	11%	7%	18%	12%	13%	8%	22% *	20%	3%	3%	12%	11%
MARSHALL	122	21	13%	22%	19%	14%	24%	19%	13%	50% *	35% *	2% *	18%	19%	21%
NOT SURE	169	28	30%	27%	22%	27%	28%	40% *	31%	21%	27%	23%	44% *	26%	31%
BURR	236	40	46%	41%	52% *	41%	36%	27% *	49% *	6% *	18% *	71% *	35%	43%	37%
MARSHALL	189	32	24%	33%	26%	32%	36%	33%	20% *	73% *	55% *	5% *	21% *	32%	32%
NET BURR	47	8	23% *	8%	26% *	9%	-1%	-6% *	29% *	-66% *	-36% *	66% *	15%	11%	5%
BURR : MARSHALL	1.2:1		1.9:1 *	1.2:1	2.0:1 *	1.3:1	1:1.0 *	1:1.2	2.4:1 *	1:11.4 *	1:3.0 *	13.5:1 *	1.7:1 *	1.3:1	1.2:1

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 CANDIDATES WERE REPUBLICAN RICHARD BURR AND DEMOCRAT ELAINE
 MARSHALL, FOR WHOM WOULD YOU VOTE? IF NOT SURE/REFUSED, ARE
 YOU LEANING TOWARD REPUBLICAN RICHARD BURR OR DEMOCRAT
 ELAINE MARSHALL?

		GEOGRAPHIC					
=====		=====					
		PIEDMONT					
N	%	CHARLOTTE	WESTERN	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
-----		-----					
594	100	119	80	115	127	67	86
		20%	13%	19%	21%	11%	14%
BURR	177	24%	36%	35%	32%	31%	20% *
LEAN BURR	59	13%	11%	12%	6%	12%	7%
LEAN MARSHALL	67	8%	6%	10%	12%	12%	21% *
MARSHALL	122	24%	12%	20%	23%	18%	23%
NOT SURE	169	31%	34%	23%	28%	27%	29%
BURR	236	37%	48%	47%	38%	43%	27% *
MARSHALL	189	32%	19% *	30%	35%	30%	44% *
NET BURR	47	5%	29% *	17% *	3%	13%	-17% *
BURR : MARSHALL	1.2:1	1.2:1	2.5:1 *	1.6:1 *	1.1:1 *	1.5:1 *	1:1.7 *

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IF THE ELECTION FOR UNITED STATES SENATE WERE HELD TODAY,
 WOULD YOU BE VOTING:

		AGE GROUP					PHILOSOPHY					
N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	
592	100	26 4%	127 21%	179 30%	119 20%	137 23%	87 15%	65 11%	126 21%	156 26%	147 25%	
DEMOCRATIC	235	40	42%	39%	37%	41%	44%	84% *	80% *	21% *	12% *	41%
REPUBLICAN	228	39	31%	38%	41%	42%	35%	6% *	12% *	52% *	74% *	21% *
NEITHER	30	5	4%	6%	4%	6%	5%	0%	3%	7%	4%	8%
NOT SURE	99	17	23%	18%	17%	11%	16%	10%	5% *	21%	10%	29% *

		EMPLOYMENT					HERITAGE			AFFIL.			GENDER		
N	%	SELF EMPLOYED	WORKING PRIVATE	WORK FOR GOVT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	
592	100	71 12%	202 34%	57 10%	22 4%	183 31%	51 9%	450 76%	126 21%	290 49%	208 35%	94 16%	270 46%	322 54%	
DEMOCRATIC	235	40	32%	41%	37%	36%	43%	39%	27% *	85% *	67% *	6% *	30% *	38%	41%
REPUBLICAN	228	39	46%	38%	46%	45%	36%	29% *	49% *	2% *	16% *	77% *	23% *	40%	37%
NEITHER	30	5	11%	3%	4%	5%	5%	6%	6%	2%	3%	2%	17% *	4%	6%
NOT SURE	99	17	10%	17%	14%	14%	17%	25%	18%	11%	14%	15%	30% *	17%	16%

		GEOGRAPHIC						
N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
592	100	120 20%	80 14%	116 20%	126 21%	65 11%	85 14%	
DEMOCRATIC	235	40	42%	28% *	33%	42%	38%	55% *
REPUBLICAN	228	39	32%	50% *	40%	38%	46%	31%
NEITHER	30	5	7%	4%	6%	4%	6%	4%
NOT SURE	99	17	20%	19%	22%	16%	9%	11%