

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 OCTOBER 2010

IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, FOR WHOM WOULD
 YOU VOTE: DEMOCRAT ELAINE MARSHALL, REPUBLICAN RICHARD BURR,
 OR LIBERTARIAN MICHAEL BEITLER?

	VOTING			INTEREST					
	N	%	ALREADY	DEFINITE	VERY	1-5	6-7	8-9	10
	583	100	48 8%	406 70%	128 22%	61 10%	91 16%	179 31%	244 42%
BURR	254	44	46%	42%	47%	36%	34% *	44%	49%
MARSHALL	198	34	31%	36%	29%	32%	33%	36%	33%
BEITLER	24	4	5%	3%	6%	5%	5%	3%	5%
NOT SURE	107	18	17%	19%	18%	21%	28% *	17%	13%

	BELIEFS				
	N	%	LIBERAL	CONS	MODERATE
	583	100	127 22%	266 46%	178 31%
BURR	254	44	17% *	70% *	25% *
MARSHALL	198	34	63% *	12% *	45% *
BEITLER	24	4	1%	5%	4%
NOT SURE	107	18	19%	13%	26%

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 OCTOBER 2010

IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, FOR WHOM WOULD
 YOU VOTE: DEMOCRAT ELAINE MARSHALL, REPUBLICAN RICHARD BURR,
 OR LIBERTARIAN MICHAEL BEITLER?

		EMPLOYMENT						
		STATE OR LOCAL			PUBLIC		UNEMPLOYE	
N	%	SELF	PRIVATE	GOVERN.	EDUCATION	RETIRED	D	
583	100	56 10%	184 32%	38 7%	28 5%	190 33%	44 7%	
BURR	254 44	55% *	47%	34% *	18% *	44%	26% *	
MARSHALL	198 34	22% *	29%	36%	41%	39%	44% *	
BEITLER	24 4	9%	4%	7%	11%	2%	4%	
NOT SURE	107 18	14%	21%	23%	29% *	15%	25%	

		ETH		AGE					AFFIL.		
		AFRICAN		18-25	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL.
N	%	CAUCASIAN	AMERICAN								
583	100	454 78%	91 16%	24 4%	93 16%	176 30%	151 26%	138 24%	265 46%	209 36%	108 19%
BURR	254 44	51%	8% *	62% *	43%	43%	44%	41%	18% *	82% *	32% *
MARSHALL	198 34	27%	69% *	8% *	29%	33%	37%	40%	60% *	3% *	30%
BEITLER	24 4	5%	0%	8%	1%	8%	3%	2%	3%	3%	10%
NOT SURE	107 18	17%	24%	23%	26%	16%	16%	17%	20%	12%	28% *

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 OCTOBER 2010

IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, FOR WHOM WOULD YOU VOTE: DEMOCRAT ELAINE MARSHALL, REPUBLICAN RICHARD BURR, OR LIBERTARIAN MICHAEL BEITLER?

	GENDER			
	N	%	MALE	FEMALE
	583	100	280 48%	302 52%
BURR	254	44	46%	41%
MARSHALL	198	34	33%	35%
BEITLER	24	4	5%	3%
NOT SURE	107	18	15%	21%

	GEOGRAPHIC							
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	583	100	132 23%	79 14%	105 18%	127 22%	58 10%	81 14%
BURR	254	44	43%	49%	60% *	34% *	40%	35%
MARSHALL	198	34	37%	23% *	23% *	44% *	41%	32%
BEITLER	24	4	2%	9%	2%	6%	2%	3%
NOT SURE	107	18	17%	19%	14%	15%	18%	30% *