

Results of SurveyUSA Election Poll #16812



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 07/08/2010 - 07/11/2010

Release Date: 07/13/2010

Male Tarheels Give Incumbent Republican Burr An Edge in North Carolina US Senate Race: In an election for United States Senator from North Carolina today, 07/13/10, 4 months until votes are counted, male voters push Republican incumbent Richard Burr over the finish line, to a 2nd term in Washington DC, according to a SurveyUSA poll conducted exclusively for WRAL-TV in Raleigh. Among men, Burr leads by 22 points; among women, the contest is tied. When men and women are combined, Burr is up 10 points, 46% to 36%. White voters back Burr by 2:1; black voters back Marshall 11:2. The candidates are even in greater Raleigh. The Republican is ahead in greater Greensboro, Charlotte, Coastal and Southern NC. **Includes Interviews with Cell Phone Respondents:** For this poll of North Carolina, SurveyUSA completed interviews with 442 suspected cellphone respondents and completed interviews with a separate, larger group of landline respondents. Of the 442 suspected cell respondents, 2 (**How Many CPO to Include?** Separate entirely from the challenge of reaching CPO respondents at a time when they can be interviewed without distraction, is the challenge of knowing how many CPO respondents to include in a given group of respondents. 25% of Americans today are CPO, according to the best government estimates. But that percentage is not flat across states: Is NC 20% CPO? 25%? 30%? There is no current state-level data. For this report, SurveyUSA blends CPO respondents into this sample as 25% of total NC adults. This results in CPO respondents being 22% of registered voters and 17% of likely voters. Had SurveyUSA blended CPOs differently, here's what would have happened: * At 30% CPO, Burr would lead Marshall by 10 points, 46% to 36%. * At 20% CPO, Burr would lead Marshall by 10 points, 46% to 36%. * At zero percent CPO (had only landline respondents been included), Burr would lead Marshall by 10 points, 47% to 37%. To ensure that SurveyUSA could run a number of hypothetical scenarios combining landline and cellphone respondents in different ratios, landline respondents were oversampled. **Field Period:** Interviews for this survey were conducted 07/08/10 through 07/11/10. Cellphone numbers were dialed one at a time, cellphone respondents were interviewed by call center employees. Landline respondents heard the recorded voice of a SurveyUSA professional announcer. Questions about the methodology of this and any SurveyUSA poll can be addressed to editor@surveyusa.com.

1 Are you registered to vote in the state of North Carolina?

1000 Adults	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-2.2%																		
Yes	86%	77%	89%	84%	87%	76%	88%	89%	94%	82%	91%	87%	92%	**	**	89%	91%	81%
No	13%	22%	10%	14%	12%	22%	11%	11%	5%	16%	8%	12%	8%	**	**	10%	8%	19%
Not Sure	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	0%	**	**	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	25%	75%	48%	52%	29%	30%	23%	18%	59%	41%	73%	20%	4%	3%	33%	37%	27%

1 Are you registered to vote in the state of North Carolina?

1000 Adults	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-2.2%																		
Yes	86%	90%	90%	83%	91%	83%	89%	87%	91%	83%	91%	80%	89%	84%	87%	88%	87%	82%
No	13%	9%	10%	15%	8%	16%	10%	13%	8%	17%	9%	20%	10%	16%	13%	11%	13%	17%
Not Sure	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	39%	34%	15%	39%	61%	43%	44%	46%	48%	68%	22%	46%	37%	15%	64%	16%	18%

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1 Are you registered to vote in the state of North Carolina?

1000 Adults	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-2.2%																		
Yes	86%	85%	84%	87%	81%	**	88%	82%	91%	90%	86%	86%	84%	89%				
No	13%	12%	15%	12%	17%	**	12%	17%	9%	10%	14%	12%	15%	10%				
Not Sure	1%	3%	1%	0%	2%	**	0%	2%	0%	0%	1%	2%	1%	1%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Adults	100%	6%	27%	66%	17%	5%	76%	39%	36%	25%	35%	19%	30%	16%				

2 If the election for United States Senator from North Carolina were today, who would you vote for? (candidate names rotated) Republican Richard Burr? Democrat Elaine Marshall? Or Libertarian Mike Beitler?

560 Likely Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation			
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen	
Margin of Sampling Error: +/-4.2%																			
Burr (R)	46%	43%	47%	53%	40%	46%	46%	45%	47%	46%	46%	55%	12%	**	**	83%	13%	45%	
Marshall (D)	36%	32%	37%	31%	41%	33%	32%	41%	37%	33%	39%	28%	67%	**	**	6%	74%	22%	
Beitler (L)	6%	1%	7%	7%	5%	6%	6%	6%	6%	6%	6%	6%	8%	**	**	4%	4%	12%	
Undecided	12%	24%	9%	9%	14%	15%	15%	8%	10%	15%	9%	11%	13%	**	**	7%	9%	21%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	17%	83%	49%	51%	20%	30%	28%	21%	51%	49%	77%	19%	2%	2%	36%	38%	23%	

2 If the election for United States Senator from North Carolina were today, who would you vote for? (candidate names rotated) Republican Richard Burr? Democrat Elaine Marshall? Or Libertarian Mike Beitler?

560 Likely Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet			
		Conser	Moder	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost	
Margin of Sampling Error: +/-4.2%																			
Burr (R)	46%	70%	34%	12%	49%	44%	62%	34%	56%	33%	51%	34%	43%	53%	41%	49%	44%	38%	
Marshall (D)	36%	15%	49%	66%	36%	36%	21%	52%	29%	47%	34%	47%	39%	31%	40%	33%	39%	46%	
Beitler (L)	6%	5%	4%	15%	7%	6%	5%	7%	5%	7%	5%	6%	6%	4%	12%	7%	6%	6%	
Undecided	12%	11%	12%	7%	9%	14%	12%	7%	10%	12%	10%	13%	12%	12%	7%	11%	12%	10%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	44%	36%	13%	47%	53%	45%	44%	52%	41%	79%	15%	45%	38%	16%	68%	16%	14%	

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560 Likely Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region				
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther	
Margin of Sampling Error: +/-4.2%															
Burr (R)	46%	45%	48%	46%	41%	**	48%	35%	51%	55%	49%	46%	43%	46%	
Marshall (D)	36%	33%	36%	37%	34%	**	37%	48%	32%	31%	31%	38%	41%	34%	
Beitler (L)	6%	7%	7%	6%	11%	**	5%	6%	4%	7%	5%	5%	6%	10%	
Undecided	12%	15%	9%	12%	14%	**	11%	11%	12%	7%	15%	10%	10%	10%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	5%	27%	66%	13%	4%	81%	32%	38%	30%	36%	18%	29%	17%	

3 Is your opinion of President Barack Obama ... Favorable? Unfavorable? Neutral? Or, do you have no opinion?

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	36%	40%	35%	34%	39%	39%	37%	36%	32%	38%	34%	25%	77%	**	**	9%	66%	28%
Unfavorable	45%	32%	48%	49%	41%	35%	44%	49%	53%	40%	51%	56%	7%	**	**	76%	18%	45%
Neutral	11%	10%	12%	9%	13%	12%	12%	11%	10%	12%	11%	13%	5%	**	**	9%	11%	15%
No Opinion	8%	18%	5%	8%	8%	14%	8%	4%	5%	11%	4%	6%	11%	**	**	6%	5%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

3 Is your opinion of President Barack Obama ... Favorable? Unfavorable? Neutral? Or, do you have no opinion?

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Moder	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	36%	19%	44%	61%	38%	35%	25%	49%	26%	48%	32%	50%	37%	32%	43%	36%	38%	36%
Unfavorable	45%	69%	34%	14%	46%	43%	60%	31%	59%	29%	52%	25%	44%	48%	41%	48%	38%	42%
Neutral	11%	6%	16%	13%	12%	11%	10%	12%	10%	13%	12%	7%	11%	12%	10%	10%	13%	12%
No Opinion	8%	6%	6%	12%	3%	11%	5%	8%	5%	10%	4%	18%	7%	8%	6%	6%	11%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

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858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-3.4%																		
Favorable	36%	22%	38%	37%	38%	**	36%	44%	33%	32%	32%	37%	45%	31%				
Unfavorable	45%	57%	45%	44%	42%	**	46%	33%	50%	56%	47%	44%	39%	50%				
Neutral	11%	11%	11%	11%	13%	**	11%	11%	12%	9%	13%	13%	9%	11%				
No Opinion	8%	10%	6%	8%	7%	**	8%	12%	5%	3%	9%	6%	8%	7%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

4 Is your opinion of Governor Bev Perdue ...

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	23%	19%	24%	23%	23%	23%	20%	21%	30%	21%	25%	20%	32%	**	**	14%	33%	18%
Unfavorable	40%	37%	41%	44%	37%	32%	44%	46%	36%	39%	42%	44%	30%	**	**	55%	28%	40%
Neutral	24%	18%	26%	21%	27%	24%	24%	25%	22%	24%	24%	26%	17%	**	**	22%	24%	27%
No Opinion	13%	26%	10%	12%	14%	21%	12%	8%	11%	16%	9%	10%	21%	**	**	9%	15%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

4 Is your opinion of Governor Bev Perdue ...

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	23%	17%	27%	31%	25%	22%	16%	30%	21%	25%	22%	22%	24%	21%	24%	23%	23%	23%
Unfavorable	40%	52%	33%	32%	43%	38%	51%	32%	48%	32%	43%	37%	39%	44%	36%	42%	36%	36%
Neutral	24%	19%	29%	24%	25%	23%	20%	28%	21%	26%	25%	22%	24%	21%	29%	24%	25%	23%
No Opinion	13%	12%	11%	12%	7%	17%	13%	11%	10%	17%	10%	19%	13%	14%	11%	11%	15%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

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4 Is your opinion of Governor Bev Perdue ...

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region			
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.4%														
Favorable	23%	22%	26%	22%	20%	**	24%	28%	21%	22%	23%	19%	25%	22%
Unfavorable	40%	41%	34%	42%	45%	**	39%	37%	42%	43%	39%	50%	38%	35%
Neutral	24%	28%	26%	23%	21%	**	24%	20%	24%	27%	24%	16%	26%	28%
No Opinion	13%	10%	14%	13%	14%	**	13%	15%	13%	7%	13%	15%	12%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%

5 Is your opinion of United States Senator Kay Hagen ...

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	22%	12%	25%	21%	23%	14%	21%	24%	30%	18%	27%	20%	31%	**	**	10%	37%	15%
Unfavorable	28%	20%	31%	35%	22%	20%	29%	35%	32%	25%	33%	34%	12%	**	**	46%	16%	25%
Neutral	25%	20%	26%	21%	28%	26%	25%	23%	25%	25%	24%	25%	24%	**	**	24%	26%	25%
No Opinion	25%	48%	19%	23%	27%	40%	26%	18%	13%	32%	16%	22%	33%	**	**	21%	21%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	22%	14%	26%	38%	26%	19%	14%	32%	21%	24%	21%	20%	22%	21%	24%	21%	20%	26%
Unfavorable	28%	44%	20%	11%	34%	24%	38%	19%	34%	20%	33%	16%	24%	30%	35%	30%	27%	20%
Neutral	25%	17%	32%	28%	28%	23%	24%	27%	25%	25%	26%	21%	27%	23%	26%	26%	26%	22%
No Opinion	25%	25%	23%	22%	12%	34%	23%	22%	20%	31%	19%	42%	27%	26%	15%	23%	28%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

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Margin of Sampling Error: +/-3.4%																		
Favorable	22%	19%	22%	22%	18%	**	22%	27%	18%	22%	17%	26%	27%	16%				
Unfavorable	28%	35%	29%	26%	22%	**	29%	20%	31%	34%	29%	29%	26%	30%				
Neutral	25%	20%	27%	25%	26%	**	26%	23%	25%	28%	24%	21%	28%	25%				
No Opinion	25%	26%	23%	27%	34%	**	23%	30%	26%	16%	30%	24%	18%	29%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

6 Is your opinion of United States Senator Richard Burr ...

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		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	28%	20%	31%	33%	24%	23%	26%	30%	37%	25%	33%	33%	15%	**	**	47%	15%	24%
Unfavorable	27%	14%	30%	27%	26%	20%	27%	30%	30%	24%	30%	26%	31%	**	**	12%	42%	23%
Neutral	23%	18%	24%	20%	25%	25%	21%	22%	22%	23%	22%	24%	19%	**	**	24%	19%	27%
No Opinion	22%	47%	15%	21%	24%	32%	25%	17%	11%	28%	15%	17%	35%	**	**	17%	23%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

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		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	28%	42%	20%	19%	34%	25%	40%	21%	35%	21%	33%	21%	28%	31%	25%	30%	26%	26%
Unfavorable	27%	16%	34%	42%	29%	25%	18%	38%	24%	29%	27%	27%	27%	22%	38%	28%	25%	24%
Neutral	23%	21%	28%	18%	24%	21%	22%	22%	24%	21%	23%	16%	22%	23%	23%	23%	22%	22%
No Opinion	22%	22%	18%	21%	13%	29%	21%	20%	16%	29%	17%	36%	23%	23%	14%	20%	26%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

Results of SurveyUSA Election Poll #16812



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 07/08/2010 - 07/11/2010

Release Date: 07/13/2010

6 Is your opinion of United States Senator Richard Burr ...

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-3.4%																		
Favorable	28%	28%	29%	28%	19%	**	30%	23%	31%	34%	27%	28%	29%	32%				
Unfavorable	27%	43%	27%	25%	30%	**	26%	31%	25%	24%	24%	38%	27%	18%				
Neutral	23%	12%	21%	24%	23%	**	23%	20%	23%	27%	23%	17%	24%	25%				
No Opinion	22%	16%	22%	23%	28%	**	21%	26%	21%	15%	26%	17%	20%	25%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

7 Is your opinion of North Carolina Secretary of State Elaine Marshall ...

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	25%	15%	28%	24%	26%	18%	24%	28%	32%	21%	30%	22%	37%	**	**	12%	43%	15%
Unfavorable	12%	8%	14%	18%	8%	6%	14%	15%	15%	10%	15%	14%	7%	**	**	20%	8%	10%
Neutral	28%	19%	31%	23%	33%	25%	26%	31%	31%	26%	31%	31%	19%	**	**	32%	24%	28%
No Opinion	35%	59%	28%	36%	34%	51%	36%	25%	22%	43%	24%	33%	37%	**	**	36%	24%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

7 Is your opinion of North Carolina Secretary of State Elaine Marshall ...

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	25%	15%	31%	41%	29%	22%	19%	33%	23%	27%	26%	24%	26%	23%	30%	25%	23%	30%
Unfavorable	12%	22%	5%	7%	14%	11%	17%	8%	16%	8%	14%	7%	9%	14%	18%	13%	12%	9%
Neutral	28%	27%	31%	26%	30%	27%	28%	29%	29%	27%	31%	21%	31%	27%	22%	27%	32%	28%
No Opinion	35%	36%	33%	26%	27%	40%	36%	29%	32%	38%	29%	49%	35%	36%	30%	35%	33%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

Results of SurveyUSA Election Poll #16812



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 07/08/2010 - 07/11/2010

Release Date: 07/13/2010

7 Is your opinion of North Carolina Secretary of State Elaine Marshall ...

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-3.4%																		
Favorable	25%	20%	25%	26%	20%	**	26%	28%	24%	26%	20%	21%	33%	26%				
Unfavorable	12%	12%	12%	12%	8%	**	13%	9%	12%	17%	12%	14%	12%	13%				
Neutral	28%	26%	30%	28%	25%	**	30%	28%	28%	29%	30%	27%	26%	29%				
No Opinion	35%	42%	33%	34%	47%	**	32%	35%	36%	29%	39%	39%	29%	31%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

8 Is your opinion of the Tea Party Movement ...

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Favorable	32%	19%	35%	38%	26%	22%	29%	38%	42%	26%	40%	38%	13%	**	**	54%	14%	30%
Unfavorable	25%	15%	28%	25%	25%	21%	27%	29%	24%	24%	27%	21%	40%	**	**	8%	42%	24%
Neutral	19%	17%	20%	15%	23%	17%	18%	19%	22%	18%	20%	20%	16%	**	**	19%	21%	17%
No Opinion	24%	49%	17%	22%	26%	40%	26%	14%	13%	32%	13%	21%	30%	**	**	19%	23%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

8 Is your opinion of the Tea Party Movement ...

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Favorable	32%	53%	21%	9%	31%	32%	44%	21%	39%	21%	36%	19%	28%	34%	36%	32%	29%	30%
Unfavorable	25%	11%	33%	47%	35%	19%	15%	38%	19%	33%	27%	22%	22%	26%	37%	28%	26%	15%
Neutral	19%	15%	23%	21%	20%	19%	17%	20%	19%	18%	21%	17%	22%	19%	12%	18%	14%	29%
No Opinion	24%	21%	23%	23%	14%	31%	23%	21%	22%	27%	17%	42%	28%	22%	15%	22%	30%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

Results of SurveyUSA Election Poll #16812



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 07/08/2010 - 07/11/2010

Release Date: 07/13/2010

8 Is your opinion of the Tea Party Movement ...

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-3.4%																		
Favorable	32%	32%	35%	29%	24%	**	32%	22%	36%	34%	32%	34%	28%	34%				
Unfavorable	25%	25%	26%	25%	17%	**	27%	21%	27%	32%	23%	27%	30%	19%				
Neutral	19%	12%	18%	21%	17%	**	20%	22%	18%	19%	19%	17%	19%	19%				
No Opinion	24%	31%	21%	25%	42%	**	21%	35%	19%	15%	25%	21%	23%	28%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

9 Is North Carolina headed in the right direction? Or is it off on the wrong track?

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Right Direction	31%	42%	28%	33%	30%	38%	31%	27%	28%	34%	27%	26%	46%	**	**	20%	42%	28%
Wrong Track	51%	43%	54%	54%	49%	45%	54%	57%	50%	50%	54%	57%	33%	**	**	69%	36%	52%
Not Sure	18%	16%	18%	13%	21%	17%	16%	16%	23%	16%	19%	17%	21%	**	**	11%	22%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

9 Is North Carolina headed in the right direction? Or is it off on the wrong track?

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Right Direction	31%	19%	37%	49%	34%	29%	25%	39%	25%	38%	26%	43%	31%	28%	36%	32%	31%	30%
Wrong Track	51%	66%	45%	34%	50%	52%	59%	44%	58%	44%	56%	41%	53%	53%	45%	52%	47%	53%
Not Sure	18%	14%	18%	17%	16%	19%	15%	17%	16%	18%	17%	16%	16%	19%	19%	16%	22%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

Results of SurveyUSA Election Poll #16812



Sponsor:

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9 Is North Carolina headed in the right direction? Or is it off on the wrong track?

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region							
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther				
Margin of Sampling Error: +/-3.4%																		
Right Direction	31%	21%	35%	30%	30%	**	31%	35%	29%	27%	27%	24%	39%	32%				
Wrong Track	51%	51%	46%	54%	58%	**	50%	45%	54%	58%	55%	57%	43%	51%				
Not Sure	18%	28%	19%	16%	13%	**	19%	20%	17%	15%	17%	19%	17%	17%				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%				

10 Do you support? ... Or do you oppose? ... drilling for oil and natural gas ... off the Coast of North Carolina? Or ... do you not know enough to say?

858 Registered Voters	All	Telephone		Gender		Age				<50 / 50+		Race				Party Affiliation		
		Cell Ph	Landlin	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																		
Support	32%	31%	32%	44%	21%	24%	34%	34%	39%	29%	36%	37%	18%	**	**	48%	19%	32%
Oppose	30%	23%	32%	29%	31%	33%	32%	31%	22%	33%	27%	30%	28%	**	**	15%	40%	35%
Do Not Know	38%	45%	35%	26%	48%	43%	34%	35%	39%	38%	37%	32%	54%	**	**	36%	41%	33%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	22%	78%	47%	53%	26%	31%	24%	19%	57%	43%	74%	21%	2%	3%	34%	39%	25%

10 Do you support? ... Or do you oppose? ... drilling for oil and natural gas ... off the Coast of North Carolina? Or ... do you not know enough to say?

858 Registered Voters	All	Ideology			College Grad		Abortion		Own a Gun?		Home		Shop Walmart			Access Internet		
		Conser	Modera	Liberal	Yes	No	Pro-life	Pro-cho	Yes	No	Own	Rent	Regular	Occasio	Almost	Every D	Some D	Almost
Margin of Sampling Error: +/-3.4%																		
Support	32%	49%	25%	14%	33%	32%	40%	27%	41%	23%	35%	30%	28%	38%	29%	32%	36%	29%
Oppose	30%	16%	37%	53%	36%	26%	24%	39%	27%	33%	32%	26%	30%	26%	43%	33%	23%	25%
Do Not Know	38%	35%	37%	34%	31%	42%	37%	33%	32%	44%	34%	44%	42%	37%	27%	35%	41%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	41%	36%	15%	41%	59%	45%	44%	49%	46%	72%	20%	48%	36%	15%	65%	16%	17%

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10 Do you support? ... Or do you oppose? ... drilling for oil and natural gas ... off the Coast of North Carolina? Or ... do you not know enough to say?

858 Registered Voters	All	Drink Alcohol			Smoke Cigarettes			Income			Region			
		Every D	Some D	Almost	Every D	Some D	Almost	< \$40K	\$40K -	> \$80K	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.4%														
Support	32%	39%	32%	31%	31%	**	32%	24%	35%	41%	36%	27%	28%	37%
Oppose	30%	48%	34%	27%	36%	**	29%	28%	31%	30%	26%	34%	35%	27%
Do Not Know	38%	13%	34%	42%	33%	**	39%	48%	33%	28%	37%	40%	37%	36%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	6%	26%	66%	15%	5%	78%	37%	37%	26%	35%	19%	29%	16%

** Too few respondents of this type were interviewed for this data to be meaningful.

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.