APRIL 23, 2009

NORTH CAROLINA STATEWIDE

IF THE ELECTION WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU ARE LIKELY TO VOTE IN THE ELECTION FOR UNITED STATES SENATE BETWEEN RICHARD BURR, THE REPUBLICAN CANDIDATE, AND ROY COOPER, THE DEMOCRAT CANDIDATE?
(NET DIF 1 = PERCENT COMBO BURR MINUS PERCENT COOPER)

		TOTAL	AGE										GENDER		PARTY REGISTRATION		
			65 AND UNDER	18-25	26-40	41-55	56-65	OVER 65	40 AND UNDER	OVER 40	55 AND UNDER	OVER 55	MALE	FEMALE	DEMO-CRAT	REPUB-LICAN	INDE-PEN-DENT
Total n	N	600	419	22	76	182	139	164	98	485	280	303	288	312	285	215	86
COMBO BURR	208	34.7	32.7	27.3	28.9	34.6	33.1	40.2	28.6	36.1	32.5	37.0	36.8	32.7	11.6	67.0	32.6
Definitely Burr	116	19.3	19.1	18.2	13.2	18.1	23.7	20.7	14.3	20.6	16.8	22.1	22.9	16.0	5.6	41.4	9.3
Probably Burr	64	10.7	9.1	9.1	11.8	8.8	7.9	14.0	11.2	10.3	9.6	11.2	9.7	11.5	3.9	16.7	19.8
Lean Burr	28	4.7	4.5	0.0	3.9	7.7	1.4	5.5	3.1	5.2	6.1	3.6	4.2	5.1	2.1	8.8	3.5
COMBO COOPER	202	33.7	33.9	40.9	32.9	33.5	33.8	31.1	34.7	32.8	33.9	32.3	32.3	34.9	57.2	9.8	18.6
Definitely Cooper	87	14.5	14.1	9.1	9.2	14.8	16.5	15.2	9.2	15.5	12.9	15.8	13.9	15.1	26.0	3.3	5.8
Probably Cooper	83	13.8	14.6	22.7	21.1	12.6	12.2	10.4	21.4	11.8	15.7	11.2	13.5	14.1	21.8	5.6	9.3
Lean Cooper	32	5.3	5.3	9.1	2.6	6.0	5.0	5.5	4.1	5.6	5.4	5.3	4.9	5.8	9.5	0.9	3.5
UNDECIDED	190	31.7	33.4	31.8	38.2	31.9	33.1	28.7	36.7	31.1	33.6	30.7	30.9	32.4	31.2	23.3	48.8
Net Dif 1		1.0	-1.2	-13.6	-3.9	1.1	-0.7	9.1	-6.1	3.3	-1.4	4.6	4.5	-2.2	-45.6	57.2	14.0

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IF THE ELECTION WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU ARE LIKELY TO VOTE IN THE ELECTION FOR UNITED STATES SENATE BETWEEN RICHARD BURR, THE REPUBLICAN CANDIDATE, AND ROY COOPER, THE DEMOCRAT CANDIDATE?
(NET DIF 1 = PERCENT COMBO BURR MINUS PERCENT COOPER)

		TOTAL	RACE					UNION	
			WHITE	NON-WHITE	Afri-can Amer.	His-panic/Latino	Asian	UNION H.H.	NON-UNION
Total n	N	600	456	135	118	10	5	59	519
COMBO BURR	208	34.7	40.6	14.1	11.0	20.0	40.0	25.4	35.8
Definitely Burr	116	19.3	23.0	8.1	6.8	10.0	20.0	16.9	19.7
Probably Burr	64	10.7	12.1	3.7	2.5	0.0	20.0	5.1	11.4
Lean Burr	28	4.7	5.5	2.2	1.7	10.0	0.0	3.4	4.8
COMBO COOPER	202	33.7	27.4	54.8	55.1	60.0	60.0	39.0	32.9
Definitely Cooper	87	14.5	11.8	23.7	22.9	40.0	20.0	15.3	14.8
Probably Cooper	83	13.8	10.7	24.4	25.4	20.0	20.0	18.6	12.9
Lean Cooper	32	5.3	4.8	6.7	6.8	0.0	20.0	5.1	5.2
UNDECIDED	190	31.7	32.0	31.1	33.9	20.0	0.0	35.6	31.2
Net Dif 1		1.0	13.2	-40.7	-44.1	-40.0	-20.0	-13.6	2.9

APRIL 23, 2009

NORTH CAROLINA STATEWIDE

NOW, I AM GOING TO READ YOU A LIST OF NAMES. WILL YOU PLEASE TELL ME IF YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF EACH PERSON? IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON, JUST SAY SO.
"RICHARD BURR"
(NET DIF 1 = PERCENT FAVORABLE MINUS PERCENT UNFAVORABLE)

		TOTAL	AGE										GENDER		PARTY REGISTRATION		
			65 AND UNDER	18-25	26-40	41-55	56-65	OVER 65	40 AND UNDER	OVER 40	55 AND UNDER	OVER 55	MALE	FEMALE	DEMO-CRAT	REPUB-LICAN	INDE-PEN-DENT
Total n	N	600	419	22	76	182	139	164	98	485	280	303	288	312	285	215	86
FAVORABLE	199	33.2	31.5	9.1	26.3	34.6	33.8	37.2	22.4	35.3	30.4	35.6	41.3	25.6	18.2	54.4	26.7
Very Favorable	84	14.0	14.1	0.0	9.2	15.4	17.3	14.6	7.1	15.7	12.5	15.8	16.0	12.2	4.2	28.8	8.1
Somewhat Favorable	115	19.2	17.4	9.1	17.1	19.2	16.5	22.6	15.3	19.6	17.9	19.8	25.3	13.5	14.0	25.6	18.6
UNFAVORABLE	104	17.3	16.5	13.6	15.8	14.8	19.4	19.5	15.3	17.7	15.0	19.5	16.7	17.9	23.9	8.8	18.6
Somewhat Unfavorable	52	8.7	8.4	9.1	9.2	7.7	8.6	9.1	9.2	8.5	8.2	8.9	8.0	9.3	10.9	5.6	10.5
Very Unfavorable	52	8.7	8.1	4.5	6.6	7.1	10.8	10.4	6.1	9.3	6.8	10.6	8.7	8.7	13.0	3.3	8.1
NO OPINION	232	38.7	40.1	54.5	42.1	40.7	36.0	35.4	44.9	37.5	42.1	35.6	34.4	42.6	44.6	30.2	39.5
NEVER HEARD OF	65	10.8	11.9	22.7	15.8	9.9	10.8	7.9	17.3	9.5	12.5	9.2	7.6	13.8	13.3	6.5	15.1
Net Dif 1		15.8	15.0	-4.5	10.5	19.8	14.4	17.7	7.1	17.5	15.4	16.2	24.7	7.7	-5.6	45.6	8.1

NOW, I AM GOING TO READ YOU A LIST OF NAMES. WILL YOU PLEASE TELL ME IF YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF EACH PERSON? IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON, JUST SAY SO.
"RICHARD BURR"
(NET DIF 1 = PERCENT FAVORABLE MINUS PERCENT UNFAVORABLE)

		TOTAL	RACE					UNION	
			WHITE	NON-WHITE	Afri-can Amer.	His-panic/Latino	Asian	UNION H.H.	NON-UNION
Total n	N	600	456	135	118	10	5	59	519
FAVORABLE	199	33.2	38.6	14.1	11.9	30.0	20.0	30.5	32.8
Very Favorable	84	14.0	16.7	4.4	3.4	10.0	0.0	15.3	13.9
Somewhat Favorable	115	19.2	21.9	9.6	8.5	20.0	20.0	15.3	18.9
UNFAVORABLE	104	17.3	16.2	20.7	19.5	40.0	20.0	16.9	17.3
Somewhat Unfavorable	52	8.7	8.3	9.6	11.0	0.0	0.0	8.5	9.1
Very Unfavorable	52	8.7	7.9	11.1	8.5	40.0	20.0	8.5	8.3
NO OPINION	232	38.7	36.4	47.4	50.0	20.0	40.0	40.7	38.7
NEVER HEARD OF	65	10.8	8.8	17.8	18.6	10.0	20.0	11.9	11.2
Net Dif 1		15.8	22.4	-6.7	-7.6	-10.0	0.0	13.6	15.4

NOW, I AM GOING TO READ YOU A LIST OF NAMES. WILL YOU PLEASE TELL ME IF YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF EACH PERSON? IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON, JUST SAY SO.
"ROY COOPER"
(NET DIF 1 = PERCENT FAVORABLE MINUS PERCENT UNFAVORABLE)

		TOTAL	AGE										GENDER		PARTY REGISTRATION		
			65 AND UNDER	18-25	26-40	41-55	56-65	OVER 65	40 AND UNDER	OVER 40	55 AND UNDER	OVER 55	MALE	FEMALE	DEMO-CRAT	REPUB-LICAN	INDE-PEN-DENT
Total n	N	600	419	22	76	182	139	164	98	485	280	303	288	312	285	215	86
FAVORABLE	167	27.8	26.7	22.7	21.1	25.3	32.4	29.3	21.4	28.7	23.9	30.7	29.2	26.6	31.6	25.6	18.6
Very Favorable	64	10.7	11.2	18.2	5.3	10.4	14.4	8.5	8.2	10.9	9.6	11.2	11.8	9.6	13.7	7.0	9.3
Somewhat Favorable	103	17.2	15.5	4.5	15.8	14.8	18.0	20.7	13.3	17.7	14.3	19.5	17.4	17.0	17.9	18.6	9.3
UNFAVORABLE	49	8.2	7.2	4.5	5.3	9.9	5.0	11.0	5.1	8.9	8.2	8.3	10.8	5.8	7.4	10.7	5.8
Somewhat Unfavorable	23	3.8	3.8	0.0	2.6	6.0	2.2	3.7	2.0	4.1	4.6	3.0	5.9	1.9	3.9	4.2	3.5
Very Unfavorable	26	4.3	3.3	4.5	2.6	3.8	2.9	7.3	3.1	4.7	3.6	5.3	4.9	3.8	3.5	6.5	2.3
NO OPINION	242	40.3	42.0	36.4	51.3	40.1	40.3	37.8	48.0	39.4	42.9	38.9	37.8	42.6	39.3	38.6	48.8
NEVER HEARD OF	142	23.7	24.1	36.4	22.4	24.7	22.3	22.0	25.5	23.1	25.0	22.1	22.2	25.0	21.8	25.1	26.7
Net Dif 1		19.7	19.6	18.2	15.8	15.4	27.3	18.3	16.3	19.8	15.7	22.4	18.4	20.8	24.2	14.9	12.8

NOW, I AM GOING TO READ YOU A LIST OF NAMES. WILL YOU PLEASE TELL ME IF YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF EACH PERSON? IF YOU HAVE NO OPINION OR HAVE NEVER HEARD OF THE PERSON, JUST SAY SO.
"ROY COOPER"
(NET DIF 1 = PERCENT FAVORABLE MINUS PERCENT UNFAVORABLE)

		TOTAL	RACE					UNION	
			WHITE	NON-WHITE	Afri-can Amer.	His-panic/Latino	Asian	UNION H.H.	NON-UNION
Total n	N	600	456	135	118	10	5	59	519
FAVORABLE	167	27.8	25.4	34.8	34.7	30.0	40.0	25.4	27.7
Very Favorable	64	10.7	8.8	16.3	16.9	0.0	40.0	10.2	10.2
Somewhat Favorable	103	17.2	16.7	18.5	17.8	30.0	0.0	15.3	17.5
UNFAVORABLE	49	8.2	8.8	6.7	5.9	20.0	0.0	8.5	8.5
Somewhat Unfavorable	23	3.8	4.4	2.2	2.5	0.0	0.0	0.0	4.4
Very Unfavorable	26	4.3	4.4	4.4	3.4	20.0	0.0	8.5	4.0
NO OPINION	242	40.3	42.1	35.6	36.4	20.0	40.0	42.4	39.5
NEVER HEARD OF	142	23.7	23.7	23.0	22.9	30.0	20.0	23.7	24.3
Net Dif 1		19.7	16.7	28.1	28.8	10.0	40.0	16.9	19.3