

Table 13-1
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 1

	MEDIA MARKET							KEY REGIONS							GENDER		AGE				GENDER/AGE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-40 (Q)	41-55 (R)	56-65 (S)	66+ (T)	MEN 18-44 (U)	MEN 45+ (V)	WOMEN 18-44 (W)	WOMEN 45+ (X)
BASE=TOTAL SAMPLE	400 100%	116 29%	110 28%	62 15%	53 13%	23 6%	21 5%	15 4%	92 23%	45 11%	36 9%	64 16%	82 20%	83 21%	192 48%	208 52%	65 16%	133 33%	94 23%	108 27%	54 14%	138 34%	54 13%	154 38%
**D/S (BURR - MARSHALL)	31 8%	7 6% cE	2 1% E	3 5% E	-2 -4%	8 33% BCDE	10 47% BCDE	4 27% cE	-4 -4%	22 48% ILMN	12 32% ILMN	3 4% IMn	-1 -1%	-	26 14% P	5 2%	-	-8 -6% R	20 21% QR	19 18% QR	4 8% W	22 16% uWX	-4 -8%	9 6% W
TOTAL BURR	157 39%	48 41%	36 33%	25 40%	16 31%	12 50%	12 59% CE	8 52%	34 37%	27 61% ILMN	19 54% iMN	24 38%	25 31%	27 33%	84 44% p	73 35%	19 29%	44 33%	43 46% QR	51 48% QR	18 33%	66 48% UWx	16 29%	58 37%
TOTAL MARSHALL	126 32%	41 36% FG	35 31% G	22 35% fg	18 34% G	4 17%	3 12%	4 25%	37 41% JK	6 13%	8 21%	22 34% J	26 32% J	28 33% J	57 30%	69 33%	19 28%	52 39% S	24 25%	32 30%	14 25%	44 32%	20 37%	49 32%
TOTAL BEITLER	26 7%	5 5% H	9 8% H	6 9% H	4 7% H	1 4%	1 5%	-	3 4%	2 4%	1 3%	7 10%	7 9%	6 7%	14 7%	12 6%	7 11% T	8 6%	9 9% t	3 3%	6 12%	8 6%	5 10%	7 4%
TOTAL LEAN/UND/OTHER	84 21%	20 17%	28 26%	9 15%	15 28%	7 29%	3 14%	2 16%	16 18%	8 17%	7 19%	10 16%	22 27%	21 25%	33 17%	51 24% o	19 29% t	28 21%	19 20%	18 17%	15 27% v	19 13%	12 22%	39 25% v
DEFINITELY BURR	99 25%	30 26%	23 21%	17 28%	11 21%	5 23%	8 38%	4 25%	21 23%	16 36% M	9 26%	18 29%	14 18%	20 24%	49 26%	49 24%	12 19%	26 20%	26 27%	34 32% QR	9 17%	40 29% u	11 20%	39 25%
PROBABLY BURR	58 15%	18 15%	14 12%	7 12%	5 9%	6 27% e	4 21%	4 27%	12 13%	11 25% LN	10 28% iLmN	6 10%	11 13%	8 9%	34 18% p	24 12%	7 10%	17 13%	18 19%	17 16%	8 16%	26 19% w	5 10%	19 12%
DEFINITELY MARSHALL	89 22%	28 24% FG	23 21% fg	16 26% FG	15 28% FG	2 9%	2 8%	4 25%	27 29% JK	3 7%	5 13%	16 26% J	17 21% J	21 26% J	37 19%	52 25%	13 19%	36 27%	18 19%	23 21%	10 18%	28 20%	14 26%	38 25%
PROBABLY MARSHALL	37 9%	14 12% H	12 11% H	5 8% H	3 7% h	2 8%	1 4%	-	11 12%	3 6%	3 8%	5 8%	9 11%	6 8%	20 10%	17 8%	6 9%	15 12%	6 6%	9 9%	4 7%	16 12%	6 11%	11 7%
DEFINITELY BEITLER	16 4%	3 3% h	4 3% h	4 6% H	4 7% H	1 4%	1 5%	-	2 2%	1 2%	1 3%	5 8%	2 2%	6 7%	9 5%	7 3%	3 4%	7 5%	4 4%	3 3%	4 8%	5 4%	2 3%	5 3%
PROBABLY BEITLER	10 2%	2 2%	6 5% EFGH	2 3%	-	-	-	-	1 1%	1 2%	-	2 3%	6 7% iKN	-	5 3%	5 2%	5 7% rT	1 1%	4 4% T	-	2 4%	3 2%	4 7%	1 1%
LEAN BURR	13 3%	-	4 4% B	2 3%	3 5% b	1 4%	1 5%	1 7%	-	1 2%	1 3%	2 3%	4 4% i	5 6% I	3 2%	9 4%	2 2%	4 3%	3 3%	4 4%	3 5%	1 1%	1 2%	8 5% v
LEAN MARSHALL	12 3%	6 6% EGH	3 3% egh	1 2%	-	1 4%	-	-	5 6% N	1 2%	1 3%	1 2%	3 4% n	-	3 1%	9 4% o	2 3%	2 2%	3 3%	5 5%	3 5% vw	-	-	9 6% VW

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P Q/R/S/T U/V/W/X
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Table 13-1
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 1

	MEDIA MARKET							KEY REGIONS						GENDER		AGE				GENDER/AGE				
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- ING- TON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST NC (K)	TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN NC (N)	MEN (O)	WOMEN (P)	18-40 (Q)	41-55 (R)	56-65 (S)	66+ (T)	MEN 18-44 (U)	MEN 45+ (V)	WOMEN 18-44 (W)	WOMEN 45+ (X)
LEAN BEITLER	2 1%	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	1 2%	-	-	2 1%	-	-	-	2 2%	-	-	2 1%	-	-
HARD UNDECIDED	55 14%	13 11%	19 18% d	5 8%	11 21% d	5 20%	2 8%	1 9%	10 11%	5 12%	5 13%	6 9%	15 19%	14 17%	23 12%	32 15%	15 22% sT	21 16%	11 11%	10 9%	9 16%	14 10%	11 20%	21 14%
NAMED OTHER	2 -	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	2 2%	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-
REFUSED	7 2%	1 1%	2 2%	1 1%	-	-	2 10%	1 7%	1 1%	2 5%	1 3%	1 1%	1 1%	1 1%	4 2%	3 2%	2 3%	2 2%	-	3 3% s	2 3%	2 1%	1 2%	2 1%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P Q/R/S/T U/V/W/X
 N A T I O N A L R E S E A R C H I N C

Table 13-2
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 2

	PARTY ID				IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			WHITE				ABORTION STAND		VOTE LIKELIHOOD		
	TOTAL (A)	GOP (B)	IND (C)	DEM (D)	LIB (E)	MOD (F)	CONS (G)	NORTH-EAST (H)	MID-WEST (I)	WEST COAST (J)	SOUTH (K)	ALWAYS NC (L)	WHITE (M)	BLACK (N)	OTHER (O)	WHITE MEN (P)	WHITE WOMEN (Q)	WHITE 18-44 (R)	WHITE 45+ (S)	PRO-LIFE (T)	PRO-CHOICE (U)	10 (V)	10-9 (W)	8-5 (X)
BASE=TOTAL SAMPLE	400 100%	134 34%	163 41%	95 24%	57 14%	165 41%	165 41%	102 25%	56 14%	11 3%	83 21%	126 32%	370 93%	15 4%	15 4%	174 43%	196 49%	100 25%	270 67%	213 53%	170 42%	316 79%	346 87%	54 13%
**D/S (BURR - MARSHALL)	31 8%	82 61% CD	15 9% D	-69 -73%	-45 -78%	-24 -14% E	96 58% EF	-6 -6%	-7 -13%	-1 -6%	- HI	39 31% HIJK	41 11% NO	-5 -36%	-5 -30%	31 18% QR	10 5%	5 5%	35 13% QR	80 38% U	-55 -33%	47 15% X	44 13% X	-13 -25%
TOTAL BURR -----	157 39%	93 69% CD	57 35% D	3 3%	- -	49 30% E	105 64% EF	31 30%	18 32%	3 31%	30 36%	63 50% HIK	152 41% N	1 6%	4 25%	79 45% R	73 37%	33 33%	120 44% R	113 53% U	33 20%	140 44% X	147 42% X	10 19%
TOTAL MARSHALL -----	126 32%	11 9%	42 26% B	72 76% BC	45 78% FG	72 44% G	9 6%	37 36% L	25 45% L	4 37%	30 37% L	23 18%	112 30%	6 42%	8 55% m	48 28%	63 32%	27 27%	84 31%	33 15%	89 52% T	92 29%	103 30%	23 43% vw
TOTAL BEITLER -----	26 7%	4 3% d	22 14% BD	- -	2 4%	11 7%	12 7%	9 8%	2 3%	1 12%	4 5%	10 8%	26 7% NO	- -	- -	14 8%	12 6%	12 12% s	14 5%	16 7%	10 6%	20 6%	21 6%	5 10%
TOTAL LEAN/UND/OTHER -----	84 21%	24 18%	39 24%	20 21%	10 18%	31 19%	35 21%	23 23%	10 18%	2 20%	16 20%	28 22%	75 20%	8 52% MO	2 12%	29 17%	45 23%	26 26% p	49 18%	45 21%	37 22%	58 18%	69 20%	15 28%
DEFINITELY BURR	99 25%	64 48% CD	30 18% D	2 2%	- -	28 17% E	70 42% EF	20 20%	11 19%	2 15%	17 21%	38 30% h	97 26% No	- -	2 11%	48 27%	49 25%	20 20%	77 29% r	70 33% U	22 13%	92 29% X	95 27% X	4 7%
PROBABLY BURR	58 15%	29 22% D	27 17% D	1 1%	- -	21 13% E	35 21% EF	11 11%	7 13%	2 16%	13 15%	25 20% h	55 15%	1 6%	2 14%	31 18%	24 12%	13 13%	42 16%	43 20% U	11 7%	48 15%	52 15%	6 12%
DEFINITELY MARSHALL	89 22%	7 5%	28 17% B	55 58% BC	37 65% FG	48 29% G	3 2%	28 27% L	15 27% L	3 27%	23 28% L	16 13%	79 21%	4 27%	6 41%	31 18%	48 24%	18 18%	61 23%	18 8%	68 40% T	68 22%	75 22%	15 27%
PROBABLY MARSHALL	37 9%	5 4%	14 8% b	17 18% BC	7 13% g	24 15% G	6 3%	9 9%	10 18% L	1 11%	7 9%	7 5%	33 9%	2 15%	2 14%	17 10%	16 8%	10 10%	23 9%	15 7%	21 12% t	24 8%	28 8%	9 16%
DEFINITELY BEITLER	16 4%	4 3% d	13 8% bD	- -	1 2%	5 3%	9 5%	5 5% J	2 3%	- -	2 3%	7 6% J	16 4% NO	- -	- -	9 5%	7 4%	6 6%	10 4%	11 5%	6 3%	15 5%	15 4%	2 3%
PROBABLY BEITLER	10 2%	- -	10 6% BD	- -	1 2%	6 3%	3 2%	3 3% i	- -	1 12%	2 3%	3 2% i	10 3% NO	- -	- -	5 3%	5 2%	6 6% s	4 1%	5 3%	4 3%	5 2%	6 2%	4 7%
LEAN BURR	13 3%	8 6%	3 2%	2 2%	- -	2 1%	11 7% EF	3 3%	2 4%	1 9%	3 3%	4 3%	13 3% NO	- -	- -	3 2%	9 5%	3 3%	9 3%	8 4%	5 3%	13 4% X	13 4% X	- -
LEAN MARSHALL	12 3%	2 1%	2 1%	8 9% BC	5 9% g	5 3%	2 1%	3 3% j	1 2%	- -	5 6% J	2 2%	10 3% O	2 13%	- -	2 1%	8 4% p	2 2%	8 3%	3 1%	9 5% T	9 3%	9 3%	3 6%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G H/I/J/K/L M/N/O P/Q/R/S T/U V/W/X
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Continued

Table 13-2
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 2

	PARTY ID				IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			WHITE				ABORTION STAND		VOTE LIKELIHOOD		
	TOTAL (A)	GOP (B)	IND (C)	DEM (D)	LIB (E)	MOD (F)	CONS (G)	NORTH-EAST (H)	MID-WEST (I)	WEST COAST (J)	SOUTH (K)	ALWAYS NC (L)	WHITE (M)	BLACK (N)	OTHER (O)	WHITE MEN (P)	WHITE WOMEN (Q)	WHITE 18-44 (R)	WHITE 45+ (S)	PRO-LIFE (T)	PRO-CHOICE (U)	10 (V)	10-9 (W)	8-5 (X)
LEAN BEITLER	2 1%	1 1%	1 1%	-	-	1 1%	1 1%	1 1%	-	1 10%	-	-	2 1%	-	-	2 1%	-	-	2 1%	2 1%	-	1 -	1 -	1 2%
HARD UNDECIDED	55 14%	14 10%	31 19% BD	10 10%	5 9%	23 14%	19 12%	15 15% J	7 13% J	-	8 10% J	21 17% J	48 13%	6 39% Mo	2 12%	20 12%	28 14%	20 20% pS	28 10%	30 14%	23 14%	34 11%	44 13%	11 21% v
NAMED OTHER	2 -	-	2 1%	-	-	-	2 1%	1 1%	-	-	-	1 1%	2 1%	-	-	2 1%	-	1 1%	1 -	2 1%	-	2 1%	2 1%	-
REFUSED	7 2%	2 1%	3 2% d	-	-	2 1%	4 2% E	2 2%	1 2%	-	2 2%	2 2%	6 2% N	-	1 8%	4 2%	2 1%	3 3%	3 1%	6 3% u	1 -	6 2% X	7 2% X	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G H/I/J/K/L M/N/O P/Q/R/S T/U V/W/X
 N A T I O N A L R E S E A R C H I N C

Table 13-3
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 3

	EMPLOYMENT STATUS							YEARS LIVED IN NC		GEOGRAPHIC AREA			2008 PRESIDENTIAL ELECTION		DIRECTION OF NORTH CAROLINA		GENERIC BALLOT		MOST IMPORTANT ISSUE					
	TOTAL (A)	FED GOV (B)	STATE/LOCAL GOV (C)	PUBLIC EDUC (D)	TOTAL GOV (E)	SELF EMP (F)	PRI-VATE COMP (G)	HOME-MAKER/RET- IRED (H)	UN-EMPLOYED (I)	33 AND OVER (J)	33 UNDER (K)	URBAN (L)	SUB-URBAN (M)	RURAL (N)	OBAMA (O)	MC-CAIN (P)	RIGHT DIR (Q)	WRONG TRACK (R)	GOP (S)	DEM (T)	DON'T KNOW/NEITHER (U)	ECON/JOBS (V)	BUD-GET-ING (W)	EDUC (X)
BASE=TOTAL SAMPLE	400 100%	7 2%	31 8%	26 6%	63 16%	37 9%	106 26%	166 41%	19 5%	240 60%	155 39%	76 19%	176 44%	143 36%	175 44%	189 47%	117 29%	213 53%	155 39%	109 27%	132 33%	166 41%	67 17%	59 15%
**D/S (BURR - MARSHALL)	31 8%	2 30% F	5 17% DFG	- 1% F	7 12% DFG	-5 -13%	-1 -1% f	26 16% DFGI	1 4% F	-9 -4%	36 23% J	-1 -1% L	5 3% L	29 20% IM	-94 -54%	110 58% O	-40 -34% Q	78 37% Q	103 67% TU	-81 -75%	8 6% T	1 1% X	24 36% VX	-15 -26%
TOTAL BURR	157 39%	2 30%	13 42%	10 38%	25 39%	12 33%	34 32%	74 45% G	8 40%	80 33%	73 47% J	32 43%	61 34%	64 45% m	16 9%	125 66% O	23 20%	114 53% Q	110 71% TU	6 6%	39 29% T	60 36%	38 56% VX	15 25%
TOTAL MARSHALL	126 32%	- -	8 26% B	10 37% B	17 28% B	17 46% Bceh	34 32% B	48 29% B	7 36% B	89 37% K	37 24%	33 44% mN	56 32%	35 25%	110 63% P	15 8%	63 54% R	36 17%	7 5%	88 81% SU	31 24% S	58 35% W	14 20%	30 51% VW
TOTAL BEITLER	26 7%	1 18%	1 3%	1 5%	3 5% f	- -	13 12% CFH	7 4% F	2 9%	15 6%	11 7%	3 4%	13 7%	10 7%	6 3%	13 7%	5 4%	19 9%	14 9% T	1 1%	11 8% T	13 8%	5 8%	3 5%
TOTAL LEAN/UND/OTHER	84 21%	3 39%	9 29%	5 20%	17 26%	7 20%	25 24%	31 18%	3 16%	50 21%	32 21%	7 10%	43 24% L	33 23% L	40 23%	34 18%	25 22%	43 20%	22 14%	14 12%	47 35% ST	32 20%	10 15%	10 17%
DEFINITELY BURR	99 25%	2 30%	5 17%	6 22%	13 21%	6 16%	24 23%	52 31% cF	3 16%	49 21%	47 31% J	28 37% Mn	35 20%	35 25%	9 5%	82 43% O	14 12%	73 34% Q	78 50% TU	3 3%	18 14% T	32 20%	23 33% VX	9 16%
PROBABLY BURR	58 15%	- -	8 26% Bg	4 16% B	12 19% Bg	6 17% B	10 9% B	23 14% B	5 24% B	31 13%	25 16%	4 6% L	25 14% L	29 20% L	8 4% O	43 23% O	9 8%	41 19% Q	33 21% T	4 3%	21 16% T	27 16% X	15 23% X	5 9%
DEFINITELY MARSHALL	89 22%	- -	5 16% B	6 23% B	11 17% B	12 34% Bce	25 24% B	34 20% B	6 29% B	65 27% K	24 16%	24 31% N	40 23%	24 17%	84 48% P	5 3%	46 39% R	22 10%	2 1%	67 62% SU	20 15% S	42 25% w	10 14%	17 29% w
PROBABLY MARSHALL	37 9%	- -	3 10% b	4 15% B	7 11% B	5 13% B	9 8% B	14 9% B	1 7%	25 10%	12 8%	9 12%	16 9%	12 8%	27 15% P	10 5%	17 14% R	14 7%	5 3%	20 19% SU	12 9% s	17 10% v	4 6%	13 22% vW
DEFINITELY BEITLER	16 4%	1 18%	- -	- -	1 2%	- -	9 8% CDeFh	5 3% CDF	1 4%	8 3%	8 5%	2 2%	8 4%	7 5%	1 1%	10 5% O	2 2%	14 7% Q	8 5% T	- -	8 6% T	8 5%	4 6%	1 1%
PROBABLY BEITLER	10 2%	- -	1 3%	1 5%	2 3%	- -	4 4% BF	2 1%	1 5%	7 3%	3 2%	1 2%	5 3%	3 2%	5 3%	3 2%	3 3%	4 2%	6 4%	1 1%	3 2%	5 3%	1 2%	2 4%
LEAN BURR	13 3%	- -	2 6%	- -	2 3%	- -	3 3% bdf	6 4% BDF	2 9%	6 2%	7 5%	1 1%	6 3%	6 4%	2 1%	11 6% O	2 2%	8 4%	8 5% T	- -	5 4% T	6 4%	2 3%	1 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H/I J/K L/M/N O/P Q/R S/T/U V/W/X
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Table 13-3
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 3

	EMPLOYMENT STATUS						YEARS LIVED IN NC		GEOGRAPHIC AREA			2008 PRESIDENTIAL ELECTION		DIRECTION OF NORTH CAROLINA		GENERIC BALLOT		MOST IMPORTANT ISSUE						
	TOTAL (A)	FED GOV (B)	STATE/LOCAL GOV (C)	PUBLIC EDUC (D)	TOTAL GOV (E)	SELF EMP (F)	PRI-VATE COMP (G)	HOME-MAKER/RET- IRED (H)	UN-EMPLOYED (I)	33 AND UNDER (J)	OVER 33 (K)	URBAN (L)	SUB-URBAN (M)	RURAL (N)	OBAMA (O)	MC-CAIN (P)	RIGHT DIR (Q)	WRONG TRACK (R)	GOP (S)	DEM (T)	DON'T KNOW/NEITHER (U)	ECON/JOBS (V)	BUD-GET/SPENDING (W)	EDUC (X)
LEAN MARSHALL	12 3%	-	-	3 11% bci	3 5% bci	1 3%	3 2%	5 3%	-	7 3%	5 3%	2 3%	7 4%	2 2%	11 6% P	1 1%	7 6%	5 2%	1 1%	7 6% S	4 3%	6 4%	2 3%	1 1%
LEAN BEITLER	2 1%	-	-	-	-	-	1 1%	1 1%	-	2 1%	-	-	2 1%	-	-	1 -	1 1%	1 -	-	-	2 2%	-	-	1 2%
HARD UNDECIDED	55 14%	3 39%	6 19%	2 8%	11 17%	6 17%	17 16%	19 11%	1 7%	35 15%	19 12%	5 6%	27 15% L	22 16% L	28 16%	20 11%	16 14%	27 13%	13 8%	7 6%	34 26% ST	19 11%	6 9%	7 11%
NAMED OTHER	2 -	-	1 4%	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	1 1%	-	2 1%	-	-	2 1%	1 1%	-	-
REFUSED	7 2%	1 13%	-	-	1 1%	-	-	5 3% CDFGI	-	5 2%	2 1%	-	4 2% L	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%	-	4 3% T	2 1%	1 1%	1 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H/I J/K L/M/N O/P Q/R S/T/U V/W/X
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Table 13-4
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 4

	OBAMA IMAGE/ID		PELOSI IMAGE/ID		PERDUE IMAGE/ID		BURR IMAGE/ID		MARSHALL IMAGE/ID		OBAMA JOB APPROVAL		SENATE BALLOT				ISSUE CLUSTER						
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	APPRV (L)	DISAP (M)	STRG DISAP (N)	BURR (O)	MAR- SHALL (P)	BEIT- LER (Q)	LEAN/ UND (R)	ECON (S)	SOCIAL (T)	FISCAL (U)	FOR- EIGN AFF- AIRS (V)	MORAL (W)
BASE=TOTAL SAMPLE	400 100%	169 42%	197 49%	101 25%	245 61%	169 42%	161 40%	148 37%	125 31%	92 23%	69 17%	175 44%	210 52%	172 43%	157 39%	126 32%	26 7%	82 21%	143 36%	76 19%	69 17%	39 10%	38 10%
**D/S (BURR - MARSHALL)	31 8%	-84 -50%	110 56% B	-72 -71%	107 44% D	-60 -36%	67 41% F	87 58% I	-67 -54%	-57 -62%	40 59% J	-92 -52%	117 56% L	107 62% L	157 100% PQR	-126 -100%	- P	- P	- T	-31 -41%	29 41% STv	9 24% ST	21 56% STV
TOTAL BURR -----	157 39%	22 13%	124 63% B	7 7%	139 57% D	31 18%	88 54% F	103 69% I	13 10%	12 13%	46 66% J	19 11%	131 62% L	116 67% L	157 100% PQR	- -	- -	- -	52 37% T	14 19%	39 57% ST	18 47% T	23 59% ST
TOTAL MARSHALL -----	126 32%	106 63% C	15 7%	78 78% E	32 13%	91 54% G	21 13%	16 11%	80 64% H	69 75% K	5 8%	111 63% MN	14 7%	9 5%	- -	126 100% OQR	- -	- -	52 37% UvW	45 59% SUVW	11 15% W	9 23% W	1 3%
TOTAL BEITLER -----	26 7%	4 2%	19 10% B	1 1%	22 9% D	7 4%	15 9% f	5 3%	13 11% H	1 1%	8 11% J	4 2%	21 10% L	17 10% L	- -	- -	26 100% OPR	- -	11 8% T	1 2%	6 9% t	3 7%	2 5%
TOTAL LEAN/UND/OTHER -----	84 21%	35 21%	35 18%	14 14%	50 20%	38 23%	35 22%	21 14%	18 14%	9 10%	9 13%	40 23%	40 19%	28 16%	- -	- -	- -	82 100% OPQ	26 18%	16 21%	10 15%	8 21%	10 27%
DEFINITELY BURR	99 25%	10 6%	83 42% B	2 2%	90 37% D	15 9%	61 38% F	74 50% I	8 7%	6 7%	34 49% J	7 4%	88 42% L	77 45% L	99 63% PQR	- -	- -	- -	31 22% T	7 10%	25 36% ST	14 35% T	15 39% sT
PROBABLY BURR	58 15%	11 7%	41 21% B	5 5%	49 20% D	15 9%	27 17% F	29 19% I	4 3%	5 6%	12 17% J	12 7%	43 20% L	39 22% L	58 37% PQR	- -	- -	- -	21 15%	7 9%	15 21% T	5 12%	8 20%
DEFINITELY MARSHALL	89 22%	82 48% C	7 3%	65 65% E	12 5%	67 40% G	11 7%	9 6%	60 48% H	56 61% K	2 3%	83 47% MN	5 3%	3 2%	- -	89 71% OQR	- -	- -	39 27% UVW	34 45% SUVW	5 7% W	5 13% W	- -
PROBABLY MARSHALL	37 9%	24 14% C	8 4%	13 13%	19 8%	24 14% G	10 6%	8 5%	20 16% H	13 14% K	3 5%	28 16% MN	9 4%	5 3%	- -	37 29% OQR	- -	- -	13 9%	11 14% W	6 8%	4 10%	1 3%
DEFINITELY BEITLER	16 4%	- -	15 7% B	- -	16 7% D	3 2%	11 7% F	3 2%	9 7% H	- -	5 7% J	- -	16 8% L	14 8% L	- -	- -	16 63% OPR	- -	5 3%	1 2%	3 4%	3 7%	2 5%
PROBABLY BEITLER	10 2%	4 2%	5 2%	1 1%	6 2%	4 2%	4 2%	2 1%	4 4%	1 1%	3 4%	4 2%	4 2%	4 2%	- -	- -	10 37% OPR	- -	7 5% TVW	- -	3 5% tvw	- -	- -
LEAN BURR	13 3%	1 -	10 5% B	- -	12 5% D	5 3%	7 4%	3 2%	2 2%	2 2%	1 1%	1 -	12 6% L	8 5% L	- -	- -	- -	13 15% OPQ	3 2%	2 2%	2 3%	2 5%	2 6%
LEAN MARSHALL	12 3%	10 6% C	1 1%	5 5%	4 2%	7 4%	3 2%	4 3%	7 6%	2 2%	2 3%	10 6% MN	1 -	1 1%	- -	- -	- -	12 15% OPQ	3 2% w	3 4%	2 3%	1 3%	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G H/I J/K L/M/N O/P/Q/R S/T/U/V/W
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Continued

Table 13-4
 QUESTION 12:
 If the election for US Senate were held today, for whom would you vote between: Richard Burr, the Republican, Elaine Marshall, the Democrat, or Michael Beitler, the Libertarian?

BANNER 4

	OBAMA IMAGE/ID		PELOSI IMAGE/ID		PERDUE IMAGE/ID		BURR IMAGE/ID		MARSHALL IMAGE/ID		OBAMA JOB APPROVAL			SENATE BALLOT			ISSUE CLUSTER						
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	APPRV (L)	DISAP (M)	STRG DISAP (N)	BURR (O)	MAR- SHALL (P)	BEIT- LER (Q)	LEAN/ UND (R)	ECON (S)	SOCIAL (T)	FISCAL (U)	FOR- EIGN AFF- AIRS (V)	MORAL (W)
LEAN BEITLER	2 1%	1 1%	1 -	- -	2 1%	2 1%	- -	- -	1 1%	- -	1 1%	1 -	1 1%	- -	- -	- -	- -	2 3%	2 1%	- -	- -	- -	- -
HARD UNDECIDED	55 14%	23 14%	23 12%	9 9%	30 12%	25 14%	24 15%	14 10%	8 7%	5 6%	5 8%	28 16%	25 12%	18 11%	- -	- -	- -	55 68% OPQ	16 11%	11 15%	7 9%	5 13%	8 22%
NAMED OTHER	2 -	- -	- -	- -	2 1%	- -	1 1%	- -	- -	- -	- -	1 -	1 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -
REFUSED	7 2%	2 1%	4 2%	1 1%	2 1%	2 1%	3 2%	3 2%	1 1%	1 1%	1 2%	1 -	4 2%	2 1%	- -	- -	- -	- -	1 1%	- -	3 4% t	1 3%	2 5%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G H/I J/K L/M/N O/P/Q/R S/T/U/V/W
 N A T I O N A L R E S E A R C H I N C