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	116	110	62	53	23	21	15	92	45	36	64	82	83	192	208	65	133	94	108	54	138	54	154
	100%	29%	28%	15%	13%	6%	5%	4%	23%	11%	9%	16%	20%	21%	48%	52%	16%	33%	23%	27%	14%	34%	13%	38%
**D/S (BURR - MARSHALL)	31	7	2	3	-2	8	10	4	-4	22	12	3	-1	-	26	5	-	-8	20	19	4	22	-4	9
	8%	6% cE	1% E	5% E	-4%	33% BCDE	47% BCDE	27% cE	-4%	48% ILMN	32% ILMN	4% IMn	-1%	-	14% P	2%	- R	-6%	21% QR	18% QR	8% W	16% uWX	-8%	6% W
TOTAL BURR	157	48	36	25	16	12	12	8	34	27	19	24	25	27	84	73	19	44	43	51	18	66	16	58
----------	39%	41%	33%	40%	31%	50%	59% CE	52%	37%	61% ILMN	54% iMN	38%	31%	33%	44% p	35%	29%	33%	46% QR	48% QR	33%	48% UWx	29%	37%
TOTAL MARSHALL	126	41	35	22	18	4	3	4	37	6	8	22	26	28	57	69	19	52	24	32	14	44	20	49
--------------	32%	36% FG	31% G	35% fG	34% G	17%	12%	25%	41% JK	13%	21%	34% J	32% J	33% J	30%	33%	28%	39% S	25%	30%	25%	32%	37%	32%
TOTAL BEITLER	26	5	9	6	4	1	1	-	3	2	1	7	7	6	14	12	7	8	8	3	6	8	5	7
------------	7%	5% H	8% H	9% H	7% H	4%	5%	-	4%	4%	3%	10%	9%	7%	7%	6%	11% T	6%	9% t	3%	12%	6%	10%	4%
TOTAL LEAN/UND/OTHER	84	20	28	9	15	7	3	2	16	8	7	10	22	21	33	51	19	28	19	18	15	19	12	39
-------------------	21%	17%	26%	15%	28%	29%	14%	16%	18%	17%	19%	16%	27%	25%	17%	24% o	29% t	21%	20%	17%	27% V	13%	22%	25% V
DEFINITELY BURR	99	30	23	17	11	5	8	4	21	16	9	18	14	20	49	49	12	26	26	34	9	40	11	39
	25%	26%	21%	28%	21%	23%	38%	25%	23%	36% M	26%	29%	18%	24%	26%	24%	19%	20%	27%	32% QR	17%	29% u	20%	25%
PROBABLY BURR	58	18	14	7	5	6	4	4	12	11	10	6	11	8	34	24	7	17	18	17	8	26	5	19
	15%	15%	12%	12%	9%	27% e	21%	27%	13%	25% LN	28% iLmN	10%	13%	9%	18% p	12%	10%	13%	19%	16%	16%	19% w	10%	12%
DEFINITELY MARSHALL	89	28	23	16	15	2	2	4	27	3	5	16	17	21	37	52	13	36	18	23	10	28	14	38
	22%	24% FG	21% fg	26% FG	28% FG	9%	8%	25%	29% JK	7%	13%	26% J	21% J	26% J	19%	25%	19%	27%	19%	21%	18%	20%	26%	25%
PROBABLY MARSHALL	37	14	12	5	3	2	1	-	11	3	3	5	9	6	20	17	6	15	6	9	4	16	6	11
	9%	12% H	11% H	8% H	7% h	8%	4%	-	12%	6%	8%	8%	11%	8%	10%	8%	9%	12%	6%	9%	7%	12%	11%	7%
DEFINITELY BEITLER	16	3	4	4	4	1	1	-	2	1	1	5	2	6	9	7	3	7	4	3	4	5	2	5
	4%	3% h	3% h	6% H	7% H	4%	5%	-	2%	2%	3%	8%	2%	7%	5%	3%	4%	5%	4%	3%	8%	4%	3%	3%
PROBABLY BEITLER	10	2	6	2	-	-	-	-	1	1	-	2	6	-	5	5	5	1	4	-	2	3	4	1
	2%	2%	5% EFGH	3%	-	-	-	-	1%	2%	-	3%	7% iKN	-	3%	2%	7% rT	1%	4% T	-	4%	2%	7%	1%
LEAN BURR	13	-	4	2	3	1	1	1	-	1	1	2	4	5	3	9	2	4	3	4	3	1	1	8
	3%	-	4% B	3%	5% b	4%	5%	7%	-	2%	3%	3%	4% i	6% I	2%	4%	2%	3%	3%	4%	5%	1%	2%	5% V
LEAN MARSHALL	12	6	3	1	-	1	-	-	5	1	1	1	3	-	3	9	2	2	3	5	3	-	-	9
	3%	6% EGH	3% egh	2%	-	4%	-	-	6% N	2%	3%	2%	4% n	-	1%	4% o	3%	2%	3%	5%	5% vw	-	-	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

Continued

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	-	-	-	2	-	-	2	-	-
	1%	1%	-	2%	-	-	-	-	1%	-	-	2%	-	-	1%	-	-	-	2%	-	-	1%	-	-
HARD UNDECIDED	55	13	19	5	11	5	2	1	10	5	5	6	15	14	23	32	15	21	11	10	9	14	11	21
	14%	11%	18% d	8%	21% d	20%	8%	9%	11%	12%	13%	9%	19%	17%	12%	15%	22% sT	16%	11%	9%	16%	10%	20%	14%
NAMED OTHER	2	-	1	-	1	-	-	-	-	-	-	-	-	2	2	-	1	1	-	-	1	1	-	-
	-	-	1%	-	2%	-	-	-	-	-	-	-	-	2%	1%	-	1%	1%	-	-	1%	1%	-	-
REFUSED	7	1	2	1	-	-	2	1	1	2	1	1	1	1	4	3	2	2	-	3	2	2	1	2
	2%	1%	2%	1%	-	-	10%	7%	1%	5%	3%	1%	1%	1%	2%	2%	3%	2%	-	3% s	3%	1%	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

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	134	163	95	57	165	165	102	56	11	83	126	370	15	15	174	196	100	270	213	170	316	346	54
	100%	34%	41%	24%	14%	41%	41%	25%	14%	3%	21%	32%	93%	4%	4%	43%	49%	25%	67%	53%	42%	79%	87%	13%
**D/S (BURR - MARSHALL)	31	82	15	-69	-45	-24	96	-6	-7	-1	-	39	41	-5	-5	31	10	5	35	80	-55	47	44	-13
	8%	61% CD	9% D	-73%	-78%	-14% E	58% EF	-6%	-13%	-6%	- HI	31% HIJK	11% NO	-36%	-30%	18% QR	5%	5%	13% QR	38% U	-33%	15% X	13% X	-25%
TOTAL BURR	157	93	57	3	-	49	105	31	18	3	30	63	152	1	4	79	73	33	120	113	33	140	147	10
----------	39%	69% CD	35% D	3%	-	30% E	64% EF	30%	32%	31%	36%	50% HIk	41% N	6%	25%	45% R	37%	33%	44% R	53% U	20%	44% X	42% X	19%
TOTAL MARSHALL	126	11	42	72	45	72	9	37	25	4	30	23	112	6	8	48	63	27	84	33	89	92	103	23
--------------	32%	9%	26% B	76% BC	78% FG	44% G	6%	36% L	45% L	37%	37% L	18%	30%	42%	55% m	28%	32%	27%	31%	15%	52% T	29%	30%	43% vw
TOTAL BEITLER	26	4	22	-	2	11	12	9	2	1	4	10	26	-	-	14	12	12	14	16	10	20	21	5
-------------	7%	3% d	14% BD	-	4%	7%	7%	8%	3%	12%	5%	8%	7% NO	-	-	8%	6%	12% s	5%	7%	6%	6%	6%	10%
TOTAL LEAN/UND/OTHER	84	24	39	20	10	31	35	23	10	2	16	28	75	8	2	29	45	26	49	45	37	58	69	15
--------------------	21%	18%	24%	21%	18%	19%	21%	23%	18%	20%	20%	22%	20%	52% MO	12%	17%	23%	26% p	18%	21%	22%	18%	20%	28%
DEFINITELY BURR	99	64	30	2	-	28	70	20	11	2	17	38	97	-	2	48	49	20	77	70	22	92	95	4
	25%	48% CD	18% D	2%	-	17% E	42% EF	20%	19%	15%	21%	30% h	26% No	-	11%	27%	25%	20%	29% r	33% U	13%	29% X	27% X	7%
PROBABLY BURR	58	29	27	1	-	21	35	11	7	2	13	25	55	1	2	31	24	13	42	43	11	48	52	6
	15%	22% D	17% D	1%	-	13% E	21% EF	11%	13%	16%	15%	20% h	15%	6%	14%	18%	12%	13%	16%	20% U	7%	15%	15%	12%
DEFINITELY MARSHALL	89	7	28	55	37	48	3	28	15	3	23	16	79	4	6	31	48	18	61	18	68	68	75	15
	22%	5%	17% B	58% BC	65% FG	29% G	2%	27% L	27% L	27%	28% L	13%	21%	27%	41%	18%	24%	18%	23%	8%	40% T	22%	22%	27%
PROBABLY MARSHALL	37	5	14	17	7	24	6	9	10	1	7	7	33	2	2	17	16	10	23	15	21	24	28	9
	9%	4%	8% b	18% BC	13% g	15% G	3%	9%	18% L	11%	9%	5%	9%	15%	14%	10%	8%	10%	9%	7%	12% t	8%	8%	16%
DEFINITELY BEITLER	16	4	13	-	1	5	9	5	2	-	2	7	16	-	-	9	7	6	10	11	6	15	15	2
	4%	3% d	8% bD	-	2%	3%	5%	5% J	3%	-	3%	6% J	4% NO	-	-	5%	4%	6%	4%	5%	3%	5%	4%	3%
PROBABLY BEITLER	10	-	10	-	1	6	3	3	-	1	2	3	10	-	-	5	5	6	4	5	4	5	6	4
	2%	-	6% BD	-	2%	3%	2%	3% i	-	12%	3%	2% i	3% NO	-	-	3%	2%	6% s	1%	3%	3%	2%	2%	7%
LEAN BURR	13	8	3	2	-	2	11	3	2	1	3	4	13	-	-	3	9	3	9	8	5	13	13	-
	3%	6%	2%	2%	-	1%	7% EF	3%	4%	9%	3%	3%	3% NO	-	-	2%	5%	3%	3%	4%	3%	4% X	4% X	-
LEAN MARSHALL	12	2	2	8	5	5	2	3	1	-	5	2	10	2	-	2	8	2	8	3	9	9	9	3
	3%	1%	1%	9% BC	9% g	3%	1%	3% j	2%	-	6% J	2%	3% O	13%	-	1%	4% p	2%	3%	1%	5% T	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
N A T I O N A L R E S E A R C H I N C

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	-	-	2	-	-	2	-	-	2	2	-	1	1	1
	1%	1%	1%	-	-	1%	1%	1%	-	10%	-	-	1%	-	-	1%	-	-	1%	1%	-	-	-	2%
HARD UNDECIDED	55	14	31	10	5	23	19	15	7	-	8	21	48	6	2	20	28	20	28	30	23	34	44	11
	14%	10%	19%	10%	9%	14%	12%	15%	13%	-	10%	17%	13%	39%	12%	12%	14%	20%	10%	14%	14%	11%	13%	21%
			BD					J	J		J	J		Mo				pS						v
NAMED OTHER	2	-	2	-	-	-	2	1	-	-	-	1	2	-	-	2	-	1	1	2	-	2	2	-
	-	-	1%	-	-	-	1%	1%	-	-	-	1%	1%	-	-	1%	-	1%	-	1%	-	1%	1%	-
REFUSED	7	2	3	-	-	2	4	2	1	-	2	2	6	-	1	4	2	3	3	6	1	6	7	-
	2%	1%	2%	-	-	1%	2%	2%	2%	-	2%	2%	2%	-	8%	2%	1%	3%	1%	3%	-	2%	2%	-
			d				E						N							u		X	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

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 PRESIDENTAL 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- EMP- LOYED (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/ NEI- THER (U)	ECON/ JOBS (V)	BUD- GET/ SPEND -ING (W)	EDUC (X)
BASE=TOTAL SAMPLE	400	7	31	26	63	37	106	166	19	240	155	76	176	143	175	189	117	213	155	109	132	166	67	59
	100%	2%	8%	6%	16%	9%	26%	41%	5%	60%	39%	19%	44%	36%	44%	47%	29%	53%	39%	27%	33%	41%	17%	15%
**D/S (BURR - MARSHALL)	31	2	5	-	7	-5	-1	26	1	-9	36	-1	5	29	-94	110	-40	78	103	-81	8	1	24	-15
	8%	30% F	17% DFG	1% F	12% DFG	-13%	-1% f	16% DFGI	4% F	-4%	23% J	-1%	3% L	20% LM	-54%	58% O	-34%	37% Q	67% TU	-75%	6% T	1% X	36% VX	-26%
TOTAL BURR	157	2	13	10	25	12	34	74	8	80	73	32	61	64	16	125	23	114	110	6	39	60	38	15
----------	39%	30%	42%	38%	39%	33%	32%	45% G	40%	33%	47% J	43%	34%	45% m	9%	66% O	20%	53% Q	71% TU	6%	29% T	36%	56% VX	25%
TOTAL MARSHALL	126	-	8	10	17	17	34	48	7	89	37	33	56	35	110	15	63	36	7	88	31	58	14	30
--------------	32%	-	26% B	37% B	28% B	46% Bceh	32% B	29% B	36% B	37% K	24%	44% mN	32%	25%	63% P	8%	54% R	17%	5%	81% SU	24% S	35% W	20%	51% VW
TOTAL BEITLER	26	1	1	1	3	-	13	7	2	15	11	3	13	10	6	13	5	19	14	1	11	13	5	3
-------------	7%	18%	3%	5%	5% f	-	12% CFH	4% F	9%	6%	7%	4%	7%	7%	3%	7%	4%	9%	9% T	1%	8% T	8%	8%	5%
TOTAL LEAN/UND/OTHER	84	3	9	5	17	7	25	31	3	50	32	7	43	33	40	34	25	43	22	14	47	32	10	10
--------------------	21%	39%	29%	20%	26%	20%	24%	18%	16%	21%	21%	10%	24% L	23% L	23%	18%	22%	20%	14%	12%	35% ST	20%	15%	17%
DEFINITELY BURR	99	2	5	6	13	6	24	52	3	49	47	28	35	35	9	82	14	73	78	3	18	32	23	9
	25%	30%	17%	22%	21%	16%	23%	31% cF	16%	21%	31% J	37% Mn	20%	25%	5%	43% O	12%	34% Q	50% TU	3%	14% T	20%	33% VX	16%
PROBABLY BURR	58	-	8	4	12	6	10	23	5	31	25	4	25	29	8	43	9	41	33	4	21	27	15	5
	15%	-	26% Bg	16% B	19% Bg	17% B	9% B	14% B	24% B	13%	16%	6%	14% L	20% L	4%	23% O	8%	19% Q	21% T	3%	16% T	16%	23% X	9%
DEFINITELY MARSHALL	89	-	5	6	11	12	25	34	6	65	24	24	40	24	84	5	46	22	2	67	20	42	10	17
	22%	-	16% B	23% B	17% B	34% Bce	24% B	20% B	29% B	27% K	16%	31% N	23%	17%	48% P	3%	39% R	10%	1%	62% SU	15% S	25% w	14%	29% w
PROBABLY MARSHALL	37	-	3	4	7	5	9	14	1	25	12	9	16	12	27	10	17	14	5	20	12	17	4	13
	9%	-	10% b	15% B	11% B	13% B	8% B	9% B	7%	10%	8%	12%	9%	8%	15% P	5%	14% R	7%	3%	19% SU	9% s	10%	6%	22% vW
DEFINITELY BEITLER	16	1	-	-	1	-	9	5	1	8	8	2	8	7	1	10	2	14	8	-	8	8	4	1
	4%	18%	-	-	2%	-	8% CDeFh	3% CDF	4%	3%	5%	2%	4%	5%	1%	5% O	2%	7% Q	5% T	-	6% T	5%	6%	1%
PROBABLY BEITLER	10	-	1	1	2	-	4	2	1	7	3	1	5	3	5	3	3	4	6	1	3	5	1	2
	2%	-	3%	5%	3%	-	4% BF	1%	5%	3%	2%	2%	3%	2%	3%	2%	3%	2%	4%	1%	2%	3%	2%	4%
LEAN BURR	13	-	2	-	2	-	3	6	2	6	7	1	6	6	2	11	2	8	8	-	5	6	2	1
	3%	-	6%	-	3%	-	3% bdf	4% BDF	9%	2%	5%	1%	3%	4%	1%	6% O	2%	4%	5% T	-	4% T	4%	3%	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

Continued

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 PRESIDENTAL 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- EMP- LOYED (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/ NEI- THER (U)	ECON/ JOBS (V)	BUD- GET/ SPEND -ING (W)	EDUC (X)
LEAN MARSHALL	12	-	-	3	3	1	3	5	-	7	5	2	7	2	11	1	7	5	1	7	4	6	2	1
	3%	-	-	11% bci	5% bci	3%	2%	3% BCI	-	3%	3%	3%	4%	2%	6% P	1%	6%	2%	1%	6% S	3%	4%	3%	1%
LEAN BEITLER	2	-	-	-	-	-	1	1	-	2	-	-	2	-	-	1	1	1	-	-	2	-	-	1
	1%	-	-	-	-	-	1%	1%	-	1%	-	-	1%	-	-	-	1%	-	-	-	2%	-	-	2%
HARD UNDECIDED	55	3	6	2	11	6	17	19	1	35	19	5	27	22	28	20	16	27	13	7	34	19	6	7
	14%	39%	19%	8%	17%	17%	16%	11%	7%	15%	12%	6%	15% L	16% L	16%	11%	14%	13%	8%	6%	26% ST	11%	9%	11%
NAMED OTHER	2	-	1	-	1	-	1	-	-	1	1	-	-	2	-	1	-	2	-	-	2	1	-	-
	-	-	4%	-	2%	-	1%	-	-	-	1%	-	-	1%	-	1%	-	1%	-	-	1%	1%	-	-
REFUSED	7	1	-	-	1	-	-	5	-	5	2	-	4	1	2	2	1	2	2	-	4	2	1	1
	2%	13%	-	-	1%	-	-	3% CDFGI	-	2%	1%	-	2% L	1%	1%	1%	1%	1%	1%	-	3% T	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

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	169	197	101	245	169	161	148	125	92	69	175	210	172	157	126	26	82	143	76	69	39	38
	100%	42%	49%	25%	61%	42%	40%	37%	31%	23%	17%	44%	52%	43%	39%	32%	7%	21%	36%	19%	17%	10%	10%
**D/S (BURR - MARSHALL)	31	-84	110	-72	107	-60	67	87	-67	-57	40	-92	117	107	157	-126	-	-	-	-31	29	9	21
	8%	-50%	56% B	-71%	44% D	-36%	41% F	58% I	-54%	-62%	59% J	-52%	56% L	62% L	100% PQR	-100%	-	-	-	-41%	41% STv	24% ST	56% STV
TOTAL BURR	157	22	124	7	139	31	88	103	13	12	46	19	131	116	157	-	-	-	52	14	39	18	23
----------	39%	13%	63% B	7%	57% D	18%	54% F	69% I	10%	13%	66% J	11%	62% L	67% L	100% PQR	-	-	-	37% T	19%	57% ST	47% T	59% ST
TOTAL MARSHALL	126	106	15	78	32	91	21	16	80	69	5	111	14	9	-	126	-	-	52	45	11	9	1
--------------	32%	63% C	7%	78% E	13%	54% G	13%	11%	64% H	75% K	8%	63% MN	7%	5%	-	100% OQR	-	-	37% UvW	59% SUVW	15% W	23% W	3%
TOTAL BEITLER	26	4	19	1	22	7	15	5	13	1	8	4	21	17	-	-	26	-	11	1	6	3	2
-------------	7%	2%	10% B	1%	9% D	4%	9% f	3%	11% H	1%	11% J	2%	10% L	10% L	-	-	100% OPR	-	8% T	2%	9% t	7%	5%
TOTAL LEAN/UND/OTHER	84	35	35	14	50	38	35	21	18	9	9	40	40	28	-	-	-	82	26	16	10	8	10
--------------------	21%	21%	18%	14%	20%	23%	22%	14%	14%	10%	13%	23%	19%	16%	-	-	-	100% OPQ	18%	21%	15%	21%	27%
DEFINITELY BURR	99	10	83	2	90	15	61	74	8	6	34	7	88	77	99	-	-	-	31	7	25	14	15
	25%	6%	42% B	2%	37% D	9%	38% F	50% I	7%	7%	49% J	4%	42% L	45% L	63% PQR	-	-	-	22% T	10%	36% ST	35% T	39% sT
PROBABLY BURR	58	11	41	5	49	15	27	29	4	5	12	12	43	39	58	-	-	-	21	7	15	5	8
	15%	7%	21% B	5%	20% D	9%	17% F	19% I	3%	6%	17% J	7%	20% L	22% L	37% PQR	-	-	-	15%	9%	21% T	12%	20%
DEFINITELY MARSHALL	89	82	7	65	12	67	11	9	60	56	2	83	5	3	-	89	-	-	39	34	5	5	-
	22%	48% C	3%	65% E	5%	40% G	7%	6%	48% H	61% K	3%	47% MN	3%	2%	-	71% OQR	-	-	27% UVW	45% SUVW	7% W	13% W	-
PROBABLY MARSHALL	37	24	8	13	19	24	10	8	20	13	3	28	9	5	-	37	-	-	13	11	6	4	1
	9%	14% C	4%	13%	8%	14% G	6%	5%	16% H	14% K	5%	16% MN	4%	3%	-	29% OQR	-	-	9%	14% W	8%	10%	3%
DEFINITELY BEITLER	16	-	15	-	16	3	11	3	9	-	5	-	16	14	-	-	16	-	5	1	3	3	2
	4%	-	7% B	-	7% D	2%	7% F	2%	7% H	-	7% J	-	8% L	8% L	-	-	63% OPR	-	3%	2%	4%	7%	5%
PROBABLY BEITLER	10	4	5	1	6	4	4	2	4	1	3	4	4	4	-	-	10	-	7	-	3	-	-
	2%	2%	2%	1%	2%	2%	2%	1%	4%	1%	4%	2%	2%	2%	-	-	37% OPR	-	5% TVW	-	5% tvw	-	-
LEAN BURR	13	1	10	-	12	5	7	3	2	2	1	1	12	8	-	-	-	13	3	2	2	2	2
	3%	-	5% B	-	5% D	3%	4%	2%	2%	2%	1%	-	6% L	5% L	-	-	-	15% OPQ	2%	2%	3%	5%	6%
LEAN MARSHALL	12	10	1	5	4	7	3	4	7	2	2	10	1	1	-	-	-	12	3	3	2	1	-
	3%	6% C	1%	5%	2%	4%	2%	3%	6%	2%	3%	6% MN	-	1%	-	-	-	15% OPQ	2% w	4%	3%	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

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 -	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