NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
JUNE 2010

RICHARD BURR

			LIKELY VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	373	168	59
			62%	28%	10%
FAVORABLE	197	33	33%	36%	22% *
UNFAVORABLE	155	26	27%	22%	27%
NO OPINION	174	29	27%	29%	41% *
NOT AWARE	74	12	13%	12%	10%

			PHILOSOPHY					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	VERY CONSERVATIVE	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	60	66	138	132	180	68	222	50	179	53
			10%	11%	23%	22%	30%	11%	37%	8%	30%	9%
FAVORABLE	197	33	13% *	31%	35%	53% *	25%	41%	36%	43% *	28%	23% *
UNFAVORABLE	155	26	42% *	40% *	20%	15% *	30%	28%	22%	19%	35% *	21%
NO OPINION	174	29	24%	26%	31%	24%	33%	24%	28%	31%	26%	38% *
NOT AWARE	74	12	21%	4%	14%	8%	12%	7%	15%	8%	10%	17%

			HERITAGE		AGE			
	N	%	CAUCASIAN	AFRICAN AMERICAN	26-40	41-55	56-65	66+
	600	100	453	110	99	175	145	159
			75%	18%	16%	29%	24%	27%
FAVORABLE	197	33	36%	20% *	34%	37%	35%	26%
UNFAVORABLE	155	26	26%	26%	23%	18%	31%	32%
NO OPINION	174	29	29%	29%	26%	33%	26%	30%
NOT AWARE	74	12	9%	24% *	17%	12%	9%	12%

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RICHARD BURR

			AFFIL.			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	269	226	105	288	312	135	78	102	126	75	84
			45%	38%	18%	48%	52%	22%	13%	17%	21%	13%	14%
FAVORABLE	197	33	20% *	53% *	22% *	33%	32%	31%	27%	46% *	35%	23% *	33%
UNFAVORABLE	155	26	35%	13% *	31%	29%	23%	27%	26%	27%	25%	27%	22%
NO OPINION	174	29	31%	25%	31%	27%	31%	28%	41% *	21%	28%	33%	28%
NOT AWARE	74	12	14%	9%	16%	11%	14%	15%	7%	6%	12%	17%	17%

KAY HAGAN

			LIKELY VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	373	168	59
			62%	28%	10%
FAVORABLE	189	32	30%	32%	36%
UNFAVORABLE	163	27	30%	26%	17% *
NO OPINION	166	28	27%	27%	37% *
NOT AWARE	81	14	13%	15%	10%

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT B
JUNE 2010

KAY HAGAN

			PHILOSOPHY					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	VERY CONSERVATIVE	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	60	66	138	132	180	68	222	50	179	53
			10%	11%	23%	22%	30%	11%	37%	8%	30%	9%
FAVORABLE	189	32	55% *	41% *	29%	9% *	38%	28%	26%	39%	37%	33%
UNFAVORABLE	163	27	11% *	11% *	32%	53% *	18% *	38% *	26%	23%	26%	22%
NO OPINION	166	28	16% *	39% *	29%	20%	32%	24%	32%	22%	26%	28%
NOT AWARE	81	14	18%	9%	9%	17%	12%	10%	15%	16%	11%	18%

			HERITAGE		AGE			
	N	%	CAUCASIAN	AFRICAN AMERICAN	26-40	41-55	56-65	66+
	600	100	453	110	99	175	145	159
			75%	18%	16%	29%	24%	27%
FAVORABLE	189	32	30%	43% *	28%	29%	34%	33%
UNFAVORABLE	163	27	33%	7% *	29%	26%	27%	27%
NO OPINION	166	28	26%	34%	26%	32%	26%	28%
NOT AWARE	81	14	12%	16%	18%	13%	13%	13%

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KAY HAGAN

			AFFIL.			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	269	226	105	288	312	135	78	102	126	75	84
			45%	38%	18%	48%	52%	22%	13%	17%	21%	13%	14%
FAVORABLE	189	32	44% *	19% *	26%	29%	34%	34%	27%	35%	33%	32%	23%
UNFAVORABLE	163	27	14% *	43% *	28%	34%	21%	29%	26%	22%	30%	26%	29%
NO OPINION	166	28	27%	25%	35%	26%	29%	23%	29%	27%	30%	27%	32%
NOT AWARE	81	14	15%	13%	11%	12%	15%	14%	18%	16%	7%	15%	15%