

Results of SurveyUSA News Poll #16394

Geography: North Carolina
 Data Collected: 03/26/2010 - 03/28/2010
 Release Date: 03/29/2010

NC Voters Have Yet To Form An Opinion on Candidates for US Senate: North Carolina voters are not yet focused on the candidates for United States Senate, a month from the primaries, according to this SurveyUSA poll conducted exclusively for WRAL-TV Raleigh. SurveyUSA asked registered NC voters if their opinion of each of 11 candidates was favorable, unfavorable, neutral, or if they had no opinion: of the 11 candidates, only one, incumbent Republican Richard Burr, is well-known enough that a clear majority of voters have an opinion about him. Burr today is viewed favorably by 32% of registered voters, unfavorably by 24%; 17% are neutral toward Burr, and 28% have no opinion. Subtracting a candidate's unfavorable rating from his favorable rating produces a **Net Favorability** number; Burr today is at Plus 8 . Net favorability numbers, the percent of voters with a neutral opinion, and the percent of voters with no opinion on each candidate follow:

- Larry Linney (R) ... Minus 8 ... 22% neutral ... 68% no opinion.
- Brad Jones (R) ... Minus 2 ... 20% neutral ... 65% no opinion.
- Eddie Burk (R) ... Minus 7 ... 21% neutral ... 64% no opinion.
- Richard Burr (R) ... Plus 8 ... 17% neutral ... 28% no opinion.
- Marcus Williams (D) ... Minus 4 ... 19% neutral ... 61% no opinion.
- Ann Worthy (D) ... Minus 6 ... 20% neutral ... 62% no opinion.
- Elaine Marshall (D) ... Minus 3 ... 20% neutral ... 49% no opinion.
- Ken Lewis (D) ... Minus 8 ... 22% neutral ... 56% no opinion.
- Susan Harris (D) ... Minus 7 ... 23% neutral ... 60% no opinion.
- Cal Cunningham (D) ... Minus 6 ... 26% neutral ... 58% no opinion.
- Michael Beitler (L) ... Minus 8 ... 20% neutral ... 65% no opinion.

Filtering: SurveyUSA interviewed 600 North Carolina adults 03/26/10 through 03/28/10. Of them, 535 were registered to vote and were asked favorability questions about the candidates running for US Senate; all 600 adults were asked two additional questions on issues.

1 Which one of the following issues is the most important one facing the United States? The economy? The environment? The war on terror? Health care? Immigration? Education? Or some other issue?

600 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-3.8%																
Economy	69%	77%	62%	72%	70%	69%	62%	71%	66%	69%	69%	**	**	69%	69%	66%
Environment	3%	0%	5%	7%	1%	1%	1%	4%	1%	3%	3%	**	**	0%	3%	7%
War On Terror	5%	3%	6%	2%	5%	6%	7%	3%	6%	5%	3%	**	**	5%	4%	2%
Health Care	13%	9%	16%	7%	11%	18%	19%	9%	18%	12%	16%	**	**	14%	13%	13%
Immigration	4%	5%	3%	5%	5%	2%	4%	5%	3%	4%	2%	**	**	7%	3%	4%
Education	3%	3%	4%	4%	4%	1%	3%	4%	2%	3%	3%	**	**	2%	4%	5%
Other	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	**	**	1%	1%	0%
Not Sure	2%	1%	3%	2%	2%	1%	4%	2%	2%	2%	3%	**	**	1%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	30%	22%	16%	62%	38%	73%	20%	4%	3%	33%	41%	20%

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1 Which one of the following issues is the most important one facing the United States? The economy? The environment? The war on terror? Health care? Immigration? Education? Or some other issue?

600 Adults	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.8%					
Economy	69%	71%	67%	71%	63%
Environment	3%	0%	2%	6%	1%
War On Terror	5%	4%	3%	5%	8%
Health Care	13%	14%	9%	9%	23%
Immigration	4%	4%	10%	3%	3%
Education	3%	3%	3%	3%	2%
Other	2%	3%	2%	2%	0%
Not Sure	2%	2%	4%	2%	0%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	32%	17%	34%	17%

2 Which describes you: I want to leave the health care system alone.
 I want to change health care, but think Congress has gone too far.
 I want to change health care, but think Congress did not go far enough.
 I support the changes Congress has made to the health care system.

600 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.1%																
Leave The Health Care System Alon	22%	23%	22%	21%	22%	20%	29%	21%	24%	28%	7%	**	**	26%	14%	23%
Congress Has Gone Too Far	41%	44%	39%	39%	44%	42%	40%	41%	41%	45%	22%	**	**	54%	32%	41%
Congress Did Not Go Far Enough	12%	12%	11%	9%	12%	14%	12%	11%	13%	12%	12%	**	**	5%	15%	18%
Support The Changes	20%	15%	25%	22%	20%	21%	15%	21%	19%	12%	48%	**	**	8%	36%	15%
Not Sure	5%	6%	3%	9%	2%	3%	4%	6%	3%	3%	12%	**	**	7%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	30%	22%	16%	62%	38%	73%	20%	4%	3%	33%	41%	20%

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2 Which describes you: I want to leave the health care system alone.
 I want to change health care, but think Congress has gone too far.
 I want to change health care, but think Congress did not go far enough.
 I support the changes Congress has made to the health care system.

600 Adults	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.1%					
Leave The Health Care System Alon	22%	29%	30%	15%	18%
Congress Has Gone Too Far	41%	40%	32%	46%	44%
Congress Did Not Go Far Enough	12%	10%	20%	11%	7%
Support The Changes	20%	18%	15%	22%	26%
Not Sure	5%	3%	4%	6%	5%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	32%	17%	34%	17%

3 I'm going to read you the names of some candidates running for office. For each, please tell me if your opinion of that candidate is favorable, unfavorable, neutral, or if you have no opinion of that candidate. First, Larry Linney. Is your opinion of Larry Linney ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Larry Linney?

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4%																
Favorable	1%	0%	1%	0%	1%	0%	3%	0%	1%	0%	1%	**	**	0%	1%	0%
Unfavorable	9%	11%	6%	8%	8%	9%	10%	8%	10%	7%	13%	**	**	9%	7%	11%
Neutral	22%	24%	21%	23%	18%	20%	33%	21%	25%	24%	20%	**	**	21%	21%	28%
No Opinion	68%	64%	72%	69%	74%	71%	54%	71%	64%	69%	66%	**	**	69%	70%	60%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

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3 I'm going to read you the names of some candidates running for office. For each, please tell me if your opinion of that candidate is favorable, unfavorable, neutral, or if you have no opinion of that candidate. First, Larry Linney. Is your opinion of Larry Linney ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Larry Linney?

535 Registered Voters	All	Region			
Margin of Sampling Error: +/-4%		Charlott	Greens	Raleigh	Souther
Favorable	1%	1%	1%	1%	0%
Unfavorable	9%	10%	4%	7%	12%
Neutral	22%	24%	20%	18%	31%
No Opinion	68%	65%	75%	74%	57%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

4 Next, Brad Jones. Is your opinion of Brad Jones ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Brad Jones?

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Favorable	6%	5%	7%	6%	8%	4%	5%	7%	4%	5%	10%	**	**	9%	5%	5%
Unfavorable	8%	10%	7%	8%	7%	11%	7%	7%	10%	7%	10%	**	**	7%	9%	9%
Neutral	20%	21%	20%	18%	18%	18%	30%	18%	23%	22%	18%	**	**	21%	19%	24%
No Opinion	65%	64%	67%	68%	67%	66%	58%	67%	63%	66%	62%	**	**	64%	67%	61%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

4 Next, Brad Jones. Is your opinion of Brad Jones ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Brad Jones?

535 Registered Voters	All	Region			
Margin of Sampling Error: +/-4.1%		Charlott	Greens	Raleigh	Souther
Favorable	6%	5%	9%	5%	8%
Unfavorable	8%	7%	9%	7%	11%
Neutral	20%	25%	14%	16%	25%
No Opinion	65%	63%	68%	72%	56%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

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5 Ok, Eddie Burks. If your opinion of Eddie Burks is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.1%																
Favorable	4%	3%	5%	7%	4%	2%	3%	5%	3%	4%	6%	**	**	5%	3%	5%
Unfavorable	11%	13%	9%	15%	8%	11%	8%	12%	10%	9%	14%	**	**	10%	13%	10%
Neutral	21%	23%	19%	18%	19%	19%	31%	19%	24%	20%	25%	**	**	20%	21%	22%
No Opinion	64%	61%	67%	59%	69%	67%	58%	64%	63%	67%	55%	**	**	64%	64%	63%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

5 Ok, Eddie Burks. If your opinion of Eddie Burks is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.1%					
Favorable	4%	6%	4%	2%	7%
Unfavorable	11%	9%	8%	10%	19%
Neutral	21%	19%	21%	22%	21%
No Opinion	64%	66%	68%	66%	54%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

6 If your opinion of Richard Burr is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.3%																
Favorable	32%	34%	30%	21%	31%	42%	39%	26%	41%	34%	30%	**	**	45%	23%	33%
Unfavorable	24%	23%	24%	31%	15%	25%	25%	23%	25%	23%	19%	**	**	14%	33%	21%
Neutral	17%	17%	16%	14%	20%	14%	17%	17%	15%	18%	17%	**	**	18%	15%	19%
No Opinion	28%	26%	30%	33%	34%	19%	18%	34%	19%	25%	33%	**	**	23%	29%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

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6 If your opinion of Richard Burr is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.3%					
Favorable	32%	30%	59%	20%	34%
Unfavorable	24%	19%	17%	32%	22%
Neutral	17%	20%	10%	15%	18%
No Opinion	28%	30%	14%	33%	26%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

7 If your opinion of Marcus Williams is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.2%																
Favorable	8%	7%	9%	16%	4%	7%	2%	10%	5%	2%	27%	**	**	6%	13%	1%
Unfavorable	12%	13%	11%	15%	10%	11%	10%	13%	11%	13%	5%	**	**	11%	12%	14%
Neutral	19%	21%	18%	13%	16%	21%	34%	15%	26%	20%	21%	**	**	20%	18%	25%
No Opinion	61%	60%	62%	56%	69%	62%	54%	63%	58%	65%	47%	**	**	63%	58%	60%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

7 If your opinion of Marcus Williams is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.2%					
Favorable	8%	4%	10%	8%	11%
Unfavorable	12%	14%	7%	8%	19%
Neutral	19%	22%	22%	18%	15%
No Opinion	61%	60%	60%	66%	56%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

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Sponsor:
 WRAL-TV (Raleigh)

8 If your opinion of Ann Worthy is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.2%																
Favorable	6%	8%	4%	7%	4%	8%	6%	6%	7%	3%	14%	**	**	2%	11%	4%
Unfavorable	12%	12%	12%	19%	9%	10%	9%	14%	10%	11%	15%	**	**	12%	11%	16%
Neutral	20%	24%	17%	18%	18%	19%	29%	18%	23%	22%	20%	**	**	24%	15%	25%
No Opinion	62%	56%	67%	55%	69%	63%	55%	63%	60%	64%	51%	**	**	62%	63%	55%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

8 If your opinion of Ann Worthy is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.2%					
Favorable	6%	4%	10%	6%	6%
Unfavorable	12%	12%	8%	10%	21%
Neutral	20%	23%	17%	18%	22%
No Opinion	62%	61%	65%	66%	51%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

9 If your opinion of Elaine Marshall is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.3%																
Favorable	14%	14%	14%	10%	12%	19%	18%	11%	19%	14%	14%	**	**	9%	22%	6%
Unfavorable	17%	20%	15%	21%	12%	21%	15%	17%	18%	16%	23%	**	**	19%	17%	17%
Neutral	20%	20%	20%	17%	18%	19%	31%	17%	24%	20%	25%	**	**	19%	17%	29%
No Opinion	49%	46%	52%	52%	58%	41%	36%	55%	39%	49%	39%	**	**	53%	44%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

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9 If your opinion of Elaine Marshall is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.3%					
Favorable	14%	8%	12%	23%	9%
Unfavorable	17%	13%	16%	16%	28%
Neutral	20%	25%	22%	15%	19%
No Opinion	49%	54%	49%	45%	44%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

10 If your opinion of Ken Lewis is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.3%																
Favorable	7%	7%	7%	10%	6%	6%	5%	8%	6%	6%	14%	**	**	6%	8%	7%
Unfavorable	15%	18%	13%	24%	10%	15%	11%	17%	14%	15%	9%	**	**	17%	13%	20%
Neutral	22%	23%	21%	15%	21%	22%	34%	18%	27%	21%	32%	**	**	19%	23%	26%
No Opinion	56%	52%	59%	52%	62%	56%	50%	57%	53%	58%	45%	**	**	58%	56%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

10 If your opinion of Ken Lewis is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.3%					
Favorable	7%	5%	5%	8%	10%
Unfavorable	15%	19%	6%	16%	16%
Neutral	22%	23%	26%	17%	25%
No Opinion	56%	53%	63%	59%	49%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

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WRAL-TV (Raleigh)

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11 If your opinion of Susan Harris is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.2%																
Favorable	5%	4%	6%	5%	3%	7%	6%	4%	7%	4%	12%	**	**	4%	7%	3%
Unfavorable	12%	12%	12%	14%	13%	8%	12%	13%	10%	11%	12%	**	**	13%	11%	14%
Neutral	23%	28%	18%	21%	21%	23%	32%	21%	27%	21%	22%	**	**	24%	22%	26%
No Opinion	60%	55%	64%	60%	64%	62%	50%	62%	57%	64%	54%	**	**	59%	60%	57%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

11 If your opinion of Susan Harris is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.2%					
Favorable	5%	3%	2%	4%	13%
Unfavorable	12%	12%	5%	11%	20%
Neutral	23%	26%	22%	22%	21%
No Opinion	60%	59%	71%	63%	46%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

12 If your opinion of Cal Cunningham is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.3%																
Favorable	5%	6%	3%	5%	5%	5%	2%	5%	4%	5%	4%	**	**	3%	5%	7%
Unfavorable	11%	12%	10%	12%	10%	11%	9%	11%	11%	10%	10%	**	**	14%	7%	15%
Neutral	26%	29%	23%	28%	22%	23%	35%	25%	28%	22%	38%	**	**	24%	30%	24%
No Opinion	58%	53%	64%	55%	63%	61%	53%	59%	58%	63%	48%	**	**	58%	58%	54%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

Results of SurveyUSA News Poll #16394



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 03/26/2010 - 03/28/2010

Release Date: 03/29/2010

12 If your opinion of Cal Cunningham is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.3%					
Favorable	5%	4%	4%	5%	6%
Unfavorable	11%	13%	8%	10%	11%
Neutral	26%	24%	22%	27%	33%
No Opinion	58%	59%	66%	58%	50%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

13 If your opinion of Michael Beitler is ...

535 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-4.1%																
Favorable	4%	6%	2%	6%	3%	2%	3%	5%	2%	4%	3%	**	**	6%	1%	3%
Unfavorable	12%	11%	12%	18%	9%	9%	9%	13%	9%	10%	15%	**	**	12%	12%	12%
Neutral	20%	26%	15%	14%	21%	19%	32%	17%	24%	18%	26%	**	**	22%	19%	22%
No Opinion	65%	58%	71%	63%	66%	70%	56%	65%	64%	68%	56%	**	**	60%	68%	62%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	29%	32%	23%	17%	61%	39%	73%	19%	4%	3%	34%	43%	20%

13 If your opinion of Michael Beitler is ...

535 Registered Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4.1%					
Favorable	4%	3%	1%	7%	2%
Unfavorable	12%	11%	9%	8%	22%
Neutral	20%	21%	18%	19%	22%
No Opinion	65%	65%	72%	66%	54%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	32%	16%	35%	17%

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

Results of SurveyUSA News Poll #16394



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 03/26/2010 - 03/28/2010

Release Date: 03/29/2010

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.