

# Results of SurveyUSA Election Poll #16720



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina  
 Data Collected: 06/23/2010 - 06/24/2010  
 Release Date: 06/25/2010

**North Carolina Incumbent Republican Senator Narrowly Atop Marshall in Re-Elect Try; Statewide Concern Over Government Response to Gulf Spill, But Support for Drilling Off NC** In an election for United States Senator from North Carolina today, 06/25/10, incumbent Republican Richard Burr holds his seat for the GOP, narrowly edging Democratic challenger Elaine Marshall 50% to 40%. Republicans are aligned behind Burr more solidly than Democrats are aligned behind Marshall. Independents break for Burr. Burr carries greater Charlotte and Greensboro. Marshall and Burr are effectively even in greater Raleigh and Southern NC. As in almost all North Carolina statewide elections, the Republican's advantage comes entirely from white voters. Burr is up 23 points among likely whites. The Democrat leads 7:1 among blacks. An unusually heavy black turnout and/or an unusually light white turnout will make the contest closer than it today appears. An unusually heavy white turnout and/or an unusually light black turnout will increase the Republican's advantage. By 2:1, North Carolina disapproves of the way the federal government has responded to the oil spill in the Gulf of Mexico. Men and women see the issue the same. Blacks and whites see the issue differently. By 5:4, North Carolina supports drilling for oil and gas off the North Carolina coast. Men and woman see the issue differently. Blacks and whites see the issue the same. An overwhelming percentage of state residents are focused on the economy, but with no consensus on what the future will hold. A third of state residents say the economy will be stronger 1 year from now; a third say the economy will be weaker; and a third say the economy will be about the same a year from now as it is today.

**Filtering:** 1,100 state of North Carolina adults were interviewed by SurveyUSA 06/23/10 and 06/24/10. Of them 982 were registered to vote. Of them, 617 were determined by SurveyUSA to be likely to vote in the 11/02/10 midterm election. Marshall, the secretary of state, defeated Democrat Cal Cunningham 3:2 in a runoff election 06/22/10, the day before interviews for this survey began. Marshall was on the front page of the state's newspapers, and at the top of the state's TV newscasts, during the field period for this survey.

**1** [Candidate names rotated] <br>If the election for United States Senator from North Carolina were today, who would you vote for? Republican Richard Burr? Democrat Elaine Marshall? Or Libertarian Mike Beitler?

617 Likely 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	Indepen
Margin of Sampling Error: +/-4%																
Burr (R)	50%	55%	44%	57%	46%	49%	48%	50%	49%	57%	16%	**	**	87%	18%	46%
Marshall (D)	40%	34%	47%	29%	45%	40%	44%	39%	42%	34%	73%	**	**	7%	74%	35%
Beitler (L)	6%	8%	3%	7%	6%	7%	3%	6%	5%	6%	3%	**	**	4%	3%	12%
Undecided	5%	4%	6%	7%	3%	5%	4%	5%	5%	3%	8%	**	**	2%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	51%	49%	19%	30%	29%	22%	49%	51%	79%	15%	3%	4%	38%	39%	22%

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**1** [Candidate names rotated] <br>If the election for United States Senator from North Carolina were today, who would you vote for? Republican Richard Burr? Democrat Elaine Marshall? Or Libertarian Mike Beitler?

617 Likely Voters	All	Ideology			Tea Party Identity			College Grad		Attend Religious Services			Abortion		Own a Gun?		Income	
		Conser	Moder	Liberal	Active	Agree	Disagre	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	< \$50K	> \$50K
Margin of Sampling Error: +/-4%																		
Burr (R)	50%	78%	34%	16%	69%	75%	11%	49%	53%	53%	49%	45%	70%	31%	60%	38%	43%	56%
Marshall (D)	40%	14%	57%	74%	20%	15%	82%	43%	36%	41%	37%	42%	21%	59%	32%	51%	46%	36%
Beitler (L)	6%	4%	6%	8%	7%	7%	5%	6%	6%	3%	8%	11%	5%	6%	5%	6%	6%	6%
Undecided	5%	3%	3%	2%	4%	3%	2%	3%	5%	3%	6%	2%	4%	3%	3%	5%	6%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	44%	40%	11%	6%	42%	31%	58%	42%	59%	24%	16%	49%	47%	53%	43%	37%	63%

**1** [Candidate names rotated] <br>If the election for United States Senator from North Carolina were today, who would you vote for? Republican Richard Burr? Democrat Elaine Marshall? Or Libertarian Mike Beitler?

617 Likely Voters	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4%					
Burr (R)	50%	54%	54%	47%	39%
Marshall (D)	40%	35%	38%	45%	47%
Beitler (L)	6%	5%	8%	6%	4%
Undecided	5%	6%	1%	2%	9%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	38%	19%	27%	16%

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**2** 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?

1075 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-2.9%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Economy	63%	63%	63%	54%	63%	69%	68%	59%	68%	63%	63%	**	**	67%	65%	56%
Environment	4%	4%	5%	5%	5%	4%	3%	5%	4%	5%	3%	**	**	1%	5%	9%
War On Terror	7%	8%	6%	9%	5%	6%	8%	7%	7%	6%	10%	**	**	7%	7%	4%
Health Care	9%	7%	11%	9%	8%	9%	10%	9%	10%	9%	9%	**	**	8%	9%	12%
Immigration	7%	9%	6%	10%	7%	6%	6%	9%	6%	8%	5%	**	**	11%	4%	9%
Education	4%	4%	4%	5%	7%	2%	1%	6%	2%	4%	5%	**	**	3%	6%	3%
Other	3%	4%	2%	4%	3%	2%	1%	3%	2%	3%	4%	**	**	1%	2%	4%
Not Sure	2%	2%	3%	4%	1%	2%	3%	2%	2%	3%	1%	**	**	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	30%	29%	24%	18%	58%	42%	73%	19%	4%	3%	33%	42%	24%

**2** 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?

1075 Adults	All	Ideology			Tea Party Identity			College Grad		Attend Religious Services			Abortion		Own a Gun?		Income	
Margin of Sampling Error: +/-2.9%		Conser	Moder	Liberal	Active	Agree	Disagre	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	< \$50K	> \$50K
Economy	63%	62%	68%	55%	61%	64%	68%	63%	64%	65%	63%	59%	65%	63%	65%	65%	63%	65%
Environment	4%	2%	5%	11%	4%	2%	8%	6%	4%	4%	4%	8%	2%	7%	3%	7%	5%	5%
War On Terror	7%	5%	6%	6%	2%	7%	3%	7%	5%	6%	7%	3%	6%	5%	6%	5%	6%	6%
Health Care	9%	10%	8%	11%	18%	7%	10%	9%	10%	9%	10%	10%	9%	11%	9%	10%	12%	7%
Immigration	7%	13%	4%	2%	11%	12%	2%	6%	9%	7%	9%	7%	9%	5%	8%	5%	6%	8%
Education	4%	3%	5%	4%	3%	3%	6%	6%	3%	5%	3%	3%	5%	4%	5%	4%	3%	6%
Other	3%	1%	3%	5%	0%	3%	1%	2%	2%	1%	2%	5%	1%	3%	3%	1%	1%	3%
Not Sure	2%	2%	1%	6%	1%	1%	3%	2%	3%	2%	2%	4%	2%	2%	2%	3%	4%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	37%	42%	12%	6%	38%	27%	47%	53%	55%	26%	19%	46%	49%	52%	45%	48%	52%

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**2** 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?

1075 Adults	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-2.9%					
Economy	63%	67%	60%	63%	58%
Environment	4%	4%	6%	5%	4%
War On Terror	7%	5%	7%	8%	9%
Health Care	9%	8%	7%	9%	14%
Immigration	7%	9%	10%	5%	6%
Education	4%	3%	5%	4%	4%
Other	3%	3%	4%	2%	3%
Not Sure	2%	2%	2%	3%	2%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	33%	19%	29%	18%

**3** One year from now, will North Carolina's economy be ... stronger than it is today? Weaker than it is today? Or about the same as it is today?

1040 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	Indepen
Margin of Sampling Error: +/-3.1%																
Stronger	29%	33%	25%	29%	31%	26%	30%	30%	27%	24%	41%	**	**	22%	33%	24%
Weaker	30%	30%	30%	34%	27%	34%	24%	30%	30%	34%	22%	**	**	38%	24%	32%
Same	36%	33%	39%	33%	37%	36%	41%	35%	38%	38%	30%	**	**	35%	38%	37%
Not Sure	5%	4%	6%	5%	6%	4%	5%	5%	5%	4%	7%	**	**	4%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	29%	29%	24%	18%	58%	42%	74%	20%	4%	3%	33%	42%	24%

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### 3 One year from now, will North Carolina's economy be ... stronger than it is today? Weaker than it is today? Or about the same as it is today?

1040 Adults	All	Ideology			Tea Party Identity			College Grad		Attend Religious Services			Abortion		Own a Gun?		Income	
Margin of Sampling Error: +/-3.1%		Conser	Moder	Liberal	Active	Agree	Disagre	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	< \$50K	> \$50K
Stronger	29%	17%	35%	36%	15%	23%	41%	34%	21%	30%	22%	27%	18%	35%	22%	33%	24%	29%
Weaker	30%	41%	24%	22%	56%	39%	17%	27%	33%	28%	32%	35%	38%	21%	34%	24%	32%	28%
Same	36%	38%	36%	36%	26%	35%	39%	36%	39%	38%	38%	36%	38%	39%	40%	37%	37%	40%
Not Sure	5%	4%	5%	7%	3%	3%	3%	3%	7%	4%	8%	3%	5%	5%	5%	6%	7%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	37%	42%	12%	6%	38%	27%	47%	53%	55%	26%	19%	46%	49%	52%	45%	48%	52%

### 3 One year from now, will North Carolina's economy be ... stronger than it is today? Weaker than it is today? Or about the same as it is today?

1040 Adults	All	Region			
Margin of Sampling Error: +/-3.1%		Charlott	Greens	Raleigh	Souther
Stronger	29%	24%	27%	33%	31%
Weaker	30%	37%	30%	25%	26%
Same	36%	34%	38%	37%	37%
Not Sure	5%	4%	5%	5%	6%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	33%	20%	30%	18%

### 4 Do you approve? Or disapprove? Of the federal government's response to the oil spill in the Gulf of Mexico?

1021 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Approve	28%	30%	27%	25%	31%	29%	28%	28%	28%	23%	49%	**	**	15%	43%	21%
Disapprove	61%	62%	59%	64%	57%	61%	59%	61%	60%	68%	35%	**	**	77%	44%	66%
Not Sure	11%	8%	14%	11%	12%	10%	13%	12%	11%	9%	16%	**	**	8%	13%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	28%	29%	24%	18%	58%	42%	74%	19%	4%	3%	33%	42%	24%

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## 4 Do you approve? Or disapprove? Of the federal government's response to the oil spill in the Gulf of Mexico?

1021 Adults	All	Ideology			Tea Party Identity			College Grad		Attend Religious Services			Abortion		Own a Gun?		Income	
Margin of Sampling Error: +/-3.1%		Conser	Moderate	Liberal	Active	Agree	Disagree	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	< \$50K	> \$50K
Approve	28%	15%	34%	41%	3%	12%	58%	32%	25%	31%	23%	29%	18%	38%	23%	35%	27%	30%
Disapprove	61%	78%	57%	40%	94%	83%	32%	58%	62%	58%	64%	61%	71%	51%	69%	50%	58%	62%
Not Sure	11%	7%	9%	19%	3%	6%	10%	9%	13%	11%	13%	10%	10%	11%	8%	15%	15%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	37%	42%	12%	6%	38%	27%	47%	53%	55%	26%	19%	46%	49%	52%	45%	48%	52%

## 4 Do you approve? Or disapprove? Of the federal government's response to the oil spill in the Gulf of Mexico?

1021 Adults	All	Region			
Margin of Sampling Error: +/-3.1%		Charlott	Greens	Raleigh	Souther
Approve	28%	28%	27%	29%	29%
Disapprove	61%	62%	62%	59%	58%
Not Sure	11%	10%	11%	12%	13%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	33%	19%	30%	18%

## 5 Do you support or oppose drilling for oil and natural gas off the coast of North Carolina?

996 Adults	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Support	49%	60%	38%	47%	46%	51%	52%	47%	51%	50%	46%	**	**	63%	36%	52%
Oppose	41%	33%	48%	41%	43%	40%	39%	42%	39%	41%	40%	**	**	30%	52%	37%
Not Sure	11%	7%	14%	12%	11%	9%	10%	11%	9%	9%	14%	**	**	7%	12%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	27%	30%	25%	18%	57%	43%	76%	19%	2%	3%	33%	42%	24%

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## 5 Do you support or oppose drilling for oil and natural gas off the coast of North Carolina?

996 Adults	All	Ideology			Tea Party Identity			College Grad		Attend Religious Services			Abortion		Own a Gun?		Income	
		Conser	Moderate	Liberal	Active	Agree	Disagree	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Yes	No	< \$50K	> \$50K
Margin of Sampling Error: +/-3.2%																		
Support	49%	67%	43%	22%	60%	65%	31%	48%	51%	52%	49%	44%	62%	40%	58%	40%	43%	56%
Oppose	41%	27%	47%	63%	35%	29%	60%	43%	38%	40%	37%	47%	32%	48%	34%	48%	45%	36%
Not Sure	11%	6%	10%	15%	5%	7%	10%	9%	11%	9%	14%	8%	6%	12%	8%	12%	13%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	37%	42%	12%	6%	38%	27%	47%	53%	55%	26%	19%	46%	49%	52%	45%	48%	52%

## 5 Do you support or oppose drilling for oil and natural gas off the coast of North Carolina?

996 Adults	All	Region			
		Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-3.2%					
Support	49%	54%	48%	43%	48%
Oppose	41%	33%	45%	48%	39%
Not Sure	11%	12%	7%	9%	12%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	34%	20%	30%	17%

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

**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.