



FOR IMMEDIATE RELEASE

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Obama continues to hold large lead

Raleigh, N.C. – After a week in which both candidates spent a lot of time in North Carolina Barack Obama has retained a large lead in the state, according to the newest survey from Public Policy Polling.

Obama leads Clinton 54-36. His lead is particularly strong among likely voters who do not have a history of voting in primaries. With that group he has a 60-32 advantage.

“Throughout the country Barack Obama has had a lot of success in generating support from folks who aren’t always a part of the political process,” said Dean Debnam, President of Public Policy Polling. “His campaign appears to be creating that same sort of excitement in North Carolina, and it’s showing in the polls.”

In the Democratic race for Governor, Bev Perdue’s once large lead has been cut to one point. She leads Richard Moore 38-37. Moore’s comeback has come on the strength of an effective tv advertising campaign. He led 45-39 in the poll among respondents who reported having seen ads for both candidates in the last week.

“One thing that could be hurting Perdue is her endorsement of Barack Obama,” said Dean Debnam, President of Public Policy Polling. “Four weeks ago Perdue led 53-20 with women. Now it’s just 39-35, and I know a lot of women who were not happy she did that with Hillary Clinton still in the race.”

In the other Democratic races Kay Hagan leads for Senate, Janet Cowell leads for Treasurer, June Atkinson leads for Superintendent, Beth Wood leads for Auditor, Wayne Goodwin leads for Insurance Commissioner, and John Brooks and Mary Fant Donnan are tied in the race for Labor Commissioner.

PPP surveyed 1100 likely Democratic primary voters on March 29th and 30th. The survey’s margin of error is +/- 3.0%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Democratic Primary Survey Results

Q1 The Democrats still running for President are Hillary Clinton and Barack Obama. If the primary was today, who would you vote for? If Hillary Clinton, press 1. If Barack Obama, press 2. If you're undecided, press 3.

Clinton.....36% Undecided..... 9%
Obama.....54%

Q2 The candidates for US Senate are Kay Hagan, Duskin Lassiter, Jim Neal, Howard Staley, and Marcus Williams. If the primary was today, who would you vote for? If Kay Hagan, press 1. If Duskin Lassiter, press 2. If Jim Neal, press 3. If Howard Staley, press 4. If Marcus Williams, press 5. If you're undecided, press 6.

Hagan..... 19%
Lassiter..... 4%
Neal..... 11%
Staley..... 2%
Williams..... 6%
Undecided.....58%

Q3 There will be a Democratic primary for Governor. The candidates are Richard Moore, Dennis Nielsen, and Beverly Perdue. If the primary election were today which of these candidates would you vote for? If you would vote for Richard Moore, press 1. If for Dennis Nielsen, press 2. If for Beverly Perdue, press 3. If undecided, press 4.

Moore..... 37% Perdue..... 38%
Nielsen..... 6% Undecided..... 19%

Q4 In the last week do you remember seeing television ads for Bev Perdue and Richard Moore? Do you remember seeing ads for both of the candidates, just one of the candidates, or neither of the candidates? If you remember seeing ads for both Richard Moore and Bev Perdue, press 1. If you remember seeing ads just for Richard Moore, press 2. If you remember seeing ads just for Bev Perdue, press 3. If you don't remember seeing ads for either candidate, press 4. If you're not sure, press 5.

Both.....67% Neither..... 18%
Just Moore..... 6% Not sure..... 2%
Just Perdue..... 7%

Q5 In the State Treasurer's race the candidates are Janet Cowell, Michael Weisel and David Young. If the election were held today who would you vote for? If Janet Cowell, press 1. If Michael Weisel, press 2. If David Young, press 3. If you are undecided, press 4.

Cowell..... 15% Young..... 13%
Weisel..... 7% Undecided..... 65%

Q6 In the State Superintendent's race the candidates are June Atkinson and Eddie Davis. If the election were held today who would you vote for? If June Atkinson, press 1. If Eddie Davis, press 2. If you are undecided, press 3.

Atkinson..... 30% Undecided..... 53%
Davis..... 17%

Q7 The Democratic candidates for State Auditor are Fred Aikens and Beth Wood. If the primary was today, who would you vote for? If Fred Aikens, press 1. If Beth Wood, press 2. If you're undecided, press 3.

Aikens..... 17%
Wood..... 24%
Undecided..... 58%





Q8 The candidates for Insurance Commissioner are Wayne Goodwin and David Smith. If the primary was today, who would you vote for? If Wayne Goodwin, press 1. If David Smith, press 2. If you're undecided, press 3.

Goodwin..... 18%
Smith 16%
Undecided..... 67%

Q9 The candidates for Labor Commissioner are Robin Anderson, John Brooks, Mary Fant Donnan, and Ty Richardson. If the primary was today, who would you vote for? If Robin Anderson, press 1. If John Brooks, press 2. If Mary Fant Donnan, press 3. If Ty Richardson, press 4. If you're undecided, press 5.

Anderson 9%
Brooks 11%
Donnan..... 11%
Richardson..... 10%
Undecided..... 59%

Q10 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

<i>War in Iraq</i> 25%	<i>Moral or Family values</i> 5%
<i>Education</i> 7%	<i>Health care</i> 7%
<i>Economy and jobs</i> . 48%	<i>Immigration</i> 3%
<i>Taxes</i> 3%	<i>Other</i> 1%

Q11 Are you registered as a Democrat, or are you registered as unaffiliated? If you are a registered Democrat, press 1. If you are registered unaffiliated, press 2.

Democrat..... 84%
Unaffiliated..... 16%

Q12 If you are a woman, press 1, if a man, press 2.

Women57% *Men*.....43%

Q13 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White57% *Other*..... 7%
Black.....36%

Q14 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18-29.....11% *46-65*.....42%
30-45.....30% *Older Than 65*.....17%

Q15 Respondents who had voted in the 2004 or 2006 primaries were classified as regular primary voters. Voters who had not were classified as new primary voters.

Regular Primary Voter 52%
New Primary Voter..... 48%





Democratic Primary Crosstabs

	Base	TV				
		Both	Just Moore	Just Perdue	Neither	Not sure
Governor						
Moore	37%	45%	48%	13%	16%	31%
Nielsen	6%	6%	10%	6%	6%	7%
Perdue	38%	39%	26%	65%	28%	29%
Undecided	19%	11%	17%	16%	51%	34%

	Base	Party	
		Democrat	Unaffiliated
Governor			
Moore	37%	39%	28%
Nielsen	6%	5%	11%
Perdue	38%	38%	34%
Undecided	19%	18%	28%

	Base	Gender	
		Women	Men
Governor			
Moore	37%	35%	40%
Nielsen	6%	5%	7%
Perdue	38%	39%	36%
Undecided	19%	21%	17%

	Base	Race		
		White	Black	Other
Governor				
Moore	37%	41%	34%	25%
Nielsen	6%	5%	7%	7%
Perdue	38%	36%	39%	41%
Undecided	19%	18%	20%	27%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Governor					
Moore	37%	43%	29%	38%	46%
Nielsen	6%	9%	7%	6%	3%
Perdue	38%	24%	38%	41%	38%
Undecided	19%	24%	26%	16%	13%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Governor			
Moore	37%	37%	37%
Nielsen	6%	6%	6%
Perdue	38%	40%	34%
Undecided	19%	16%	22%

	Base	Area Code					
		252	336	704	828	910	919
Governor							
Moore	37%	41%	40%	33%	35%	31%	41%
Nielsen	6%	7%	6%	4%	8%	8%	4%
Perdue	38%	40%	40%	36%	28%	40%	39%
Undecided	19%	12%	15%	28%	29%	20%	15%





Democratic Primary Crosstabs

	Base	Party	
		Democrat	Unaffiliated
President			
Clinton	36%	36%	40%
Obama	54%	56%	48%
Undecided	9%	9%	12%

	Base	Party	
		Democrat	Unaffiliated
Senate			
Hagan	19%	19%	18%
Lassiter	4%	4%	4%
Neal	11%	11%	9%
Staley	2%	2%	4%
Williams	6%	7%	3%
Undecided	58%	57%	63%

	Base	Party	
		Democrat	Unaffiliated
Treasurer			
Cowell	15%	15%	13%
Weisel	7%	7%	6%
Young	13%	14%	11%
Undecided	65%	64%	69%

	Base	Party	
		Democrat	Unaffiliated
Superintendent			
Atkinson	30%	32%	22%
Davis	17%	16%	20%
Undecided	53%	52%	59%

	Base	Party	
		Democrat	Unaffiliated
Auditor			
Aikens	17%	17%	18%
Wood	24%	25%	20%
Undecided	58%	58%	61%

	Base	Party	
		Democrat	Unaffiliated
Insurance Commissioner			
Goodwin	18%	19%	13%
Smith	16%	15%	21%
Undecided	67%	67%	66%

	Base	Party	
		Democrat	Unaffiliated
Labor Commissioner			
Anderson	9%	9%	7%
Brooks	11%	12%	9%
Donnan	11%	11%	9%
Richardson	10%	10%	10%
Undecided	59%	58%	65%

	Base	Gender	
		Women	Men
President			
Clinton	36%	38%	34%
Obama	54%	51%	59%
Undecided	9%	11%	7%





Democratic Primary Crosstabs

	Base	Gender	
		Women	Men
Senate			
Hagan	19%	20%	17%
Lassiter	4%	3%	6%
Neal	11%	8%	14%
Staley	2%	2%	3%
Williams	6%	5%	8%
Undecided	58%	61%	53%

	Base	Gender	
		Women	Men
Treasurer			
Cowell	15%	15%	14%
Weisel	7%	5%	10%
Young	13%	11%	16%
Undecided	65%	69%	60%

	Base	Gender	
		Women	Men
Superintendent			
Atkinson	30%	34%	26%
Davis	17%	14%	21%
Undecided	53%	53%	53%

	Base	Gender	
		Women	Men
Auditor			
Aikens	17%	13%	23%
Wood	24%	26%	22%
Undecided	58%	61%	54%

	Base	Gender	
		Women	Men
Insurance Commissioner			
Goodwin	18%	15%	21%
Smith	16%	14%	18%
Undecided	67%	71%	61%

	Base	Gender	
		Women	Men
Labor Commissioner			
Anderson	9%	8%	10%
Brooks	11%	8%	16%
Donnan	11%	11%	10%
Richardson	10%	8%	12%
Undecided	59%	64%	52%

	Base	Race		
		White	Black	Other
President				
Clinton	36%	53%	11%	31%
Obama	54%	36%	81%	62%
Undecided	9%	11%	8%	7%

	Base	Race		
		White	Black	Other
Senate				
Hagan	19%	23%	13%	11%
Lassiter	4%	5%	4%	1%
Neal	11%	13%	7%	8%
Staley	2%	3%	2%	2%
Williams	6%	2%	12%	13%
Undecided	58%	54%	61%	65%





Democratic Primary Crosstabs

	Base	Race		
		White	Black	Other
Treasurer				
Cowell	15%	16%	13%	9%
Weisel	7%	8%	6%	6%
Young	13%	13%	12%	17%
Undecided	65%	62%	68%	68%

	Base	Race		
		White	Black	Other
Superintendent				
Atkinson	30%	37%	21%	26%
Davis	17%	13%	22%	15%
Undecided	53%	50%	56%	59%

	Base	Race		
		White	Black	Other
Auditor				
Aikens	17%	18%	17%	16%
Wood	24%	25%	24%	24%
Undecided	58%	57%	59%	61%

	Base	Race		
		White	Black	Other
Insurance Commissioner				
Goodwin	18%	18%	18%	14%
Smith	16%	16%	15%	16%
Undecided	67%	66%	68%	70%

	Base	Race		
		White	Black	Other
Labor Commissioner				
Anderson	9%	9%	8%	9%
Brooks	11%	12%	12%	3%
Donnan	11%	12%	10%	8%
Richardson	10%	9%	11%	14%
Undecided	59%	59%	59%	65%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
President					
Clinton	36%	31%	28%	42%	41%
Obama	54%	59%	66%	49%	45%
Undecided	9%	10%	7%	9%	14%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Senate					
Hagan	19%	10%	12%	23%	24%
Lassiter	4%	14%	3%	4%	3%
Neal	11%	17%	10%	9%	12%
Staley	2%	2%	2%	3%	2%
Williams	6%	9%	9%	5%	3%
Undecided	58%	48%	64%	56%	56%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Treasurer					
Cowell	15%	14%	14%	16%	14%
Weisel	7%	15%	6%	7%	5%
Young	13%	19%	12%	12%	16%
Undecided	65%	53%	69%	65%	65%





Democratic Primary Crosstabs

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Superintendent					
Atkinson	30%	24%	26%	34%	32%
Davis	17%	22%	19%	15%	14%
Undecided	53%	54%	54%	51%	55%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Auditor					
Aikens	17%	22%	18%	16%	18%
Wood	24%	25%	20%	28%	23%
Undecided	58%	53%	62%	56%	59%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Insurance Commissioner					
Goodwin	18%	29%	14%	16%	20%
Smith	16%	16%	13%	17%	16%
Undecided	67%	56%	73%	66%	64%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Labor Commissioner					
Anderson	9%	13%	7%	9%	10%
Brooks	11%	8%	7%	14%	14%
Donnan	11%	13%	10%	11%	10%
Richardson	10%	18%	13%	8%	5%
Undecided	59%	50%	63%	58%	61%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
President			
Clinton	36%	40%	32%
Obama	54%	49%	60%
Undecided	9%	10%	8%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Senate			
Hagan	19%	18%	19%
Lassiter	4%	4%	5%
Neal	11%	13%	8%
Staley	2%	3%	2%
Williams	6%	5%	8%
Undecided	58%	57%	59%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Treasurer			
Cowell	15%	15%	15%
Weisel	7%	8%	7%
Young	13%	13%	14%
Undecided	65%	65%	65%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Superintendent			
Atkinson	30%	34%	27%
Davis	17%	18%	15%
Undecided	53%	48%	58%





Democratic Primary Crosstabs

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Auditor			
Aikens	17%	19%	16%
Wood	24%	24%	25%
Undecided	58%	57%	59%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Insurance Commissioner			
Goodwin	18%	18%	17%
Smith	16%	16%	16%
Undecided	67%	66%	68%

	Base	Voting	
		Regular Primary Voter	New Primary Voter
Labor Commissioner			
Anderson	9%	10%	8%
Brooks	11%	12%	10%
Donnan	11%	9%	12%
Richardson	10%	10%	10%
Undecided	59%	59%	59%

	Base	Area Code					
		252	336	704	828	910	919
President							
Clinton	36%	29%	37%	35%	50%	36%	33%
Obama	54%	62%	56%	52%	38%	55%	59%
Undecided	9%	9%	7%	13%	12%	8%	8%

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Hagan	19%	15%	30%	13%	23%	7%	20%
Lassiter	4%	10%	2%	4%	5%	4%	4%
Neal	11%	6%	12%	11%	13%	9%	12%
Staley	2%	2%	3%	2%	1%	4%	2%
Williams	6%	5%	8%	10%	2%	9%	5%
Undecided	58%	63%	45%	60%	56%	68%	57%

	Base	Area Code					
		252	336	704	828	910	919
Treasurer							
Cowell	15%	13%	17%	12%	11%	12%	20%
Weisel	7%	10%	6%	8%	5%	7%	6%
Young	13%	13%	12%	12%	24%	15%	9%
Undecided	65%	64%	65%	68%	60%	66%	65%

	Base	Area Code					
		252	336	704	828	910	919
Superintendent							
Atkinson	30%	25%	26%	28%	26%	29%	43%
Davis	17%	23%	19%	14%	13%	16%	15%
Undecided	53%	51%	56%	58%	61%	56%	42%

	Base	Area Code					
		252	336	704	828	910	919
Auditor							
Aikens	17%	21%	19%	15%	13%	13%	20%
Wood	24%	24%	25%	23%	26%	27%	23%
Undecided	58%	55%	56%	62%	61%	60%	57%





Democratic Primary Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Insurance Commissioner							
Goodwin	18%	19%	20%	16%	16%	16%	18%
Smith	16%	14%	16%	13%	20%	19%	15%
Undecided	67%	67%	64%	71%	64%	66%	67%

	Base	Area Code					
		252	336	704	828	910	919
Labor Commissioner							
Anderson	9%	14%	8%	9%	8%	8%	7%
Brooks	11%	13%	13%	6%	10%	10%	13%
Donnan	11%	9%	9%	14%	10%	13%	10%
Richardson	10%	8%	10%	10%	10%	12%	10%
Undecided	59%	56%	60%	61%	62%	56%	60%





Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
President									
Clinton	36%	35%	17%	38%	45%	52%	35%	48%	27%
Obama	54%	58%	72%	55%	42%	29%	57%	32%	36%
Undecided	9%	7%	12%	7%	13%	19%	9%	20%	37%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Senate									
Hagan	19%	23%	22%	18%	24%	10%	16%	8%	6%
Lassiter	4%	5%	6%	4%	11%	3%	4%	2%	-
Neal	11%	12%	6%	10%	27%	11%	4%	19%	-
Staley	2%	1%	3%	2%	3%	7%	4%	5%	-
Williams	6%	3%	8%	7%	5%	13%	5%	12%	5%
Undecided	58%	56%	55%	58%	30%	57%	66%	55%	90%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Governor									
Moore	37%	38%	30%	40%	23%	26%	26%	54%	47%
Nielsen	6%	2%	6%	5%	40%	11%	7%	5%	5%
Perdue	38%	41%	41%	38%	24%	32%	37%	21%	27%
Undecided	19%	19%	23%	16%	13%	31%	30%	21%	22%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Treasurer									
Cowell	15%	16%	13%	15%	16%	11%	13%	18%	10%
Weisel	7%	6%	8%	6%	23%	6%	9%	9%	-
Young	13%	12%	17%	13%	25%	18%	7%	13%	-
Undecided	65%	66%	63%	65%	36%	65%	71%	59%	90%





Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Superintendent									
Atkinson	30%	33%	32%	31%	35%	22%	25%	30%	10%
Davis	17%	16%	22%	18%	21%	13%	10%	19%	-
Undecided	53%	52%	46%	51%	44%	65%	65%	51%	90%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Auditor									
Aikens	17%	16%	9%	20%	34%	21%	8%	24%	-
Wood	24%	24%	28%	25%	29%	20%	21%	28%	11%
Undecided	58%	60%	63%	55%	36%	59%	70%	48%	89%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Insurance Commissioner									
Goodwin	18%	20%	8%	19%	31%	16%	13%	16%	6%
Smith	16%	13%	21%	16%	33%	14%	10%	25%	10%
Undecided	67%	67%	70%	66%	36%	69%	77%	59%	85%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Labor Commissioner									
Anderson	9%	11%	6%	9%	16%	4%	7%	18%	-
Brooks	11%	9%	15%	11%	21%	9%	12%	14%	-
Donnan	11%	11%	8%	11%	8%	11%	11%	9%	6%
Richardson	10%	9%	11%	9%	11%	20%	10%	11%	-
Undecided	59%	60%	59%	60%	44%	56%	60%	48%	94%

