



FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama expands North Carolina lead

Raleigh, N.C. – With his party beginning to line up behind him to a greater extent than it had previously, Barack Obama has opened up a 50-44 lead over John McCain in North Carolina in the newest survey from Public Policy Polling.

Last week Obama led by two points. He is now winning 82% of the Democratic vote, compared to just 74% a week ago. For most of the general election his share of his own party's vote has hovered in the upper 60's and lower 70's.

“If 80% or more of Democrats in North Carolina really end up voting for Obama then John McCain is finished here,” said Dean Debnam, President of Public Policy Polling. “Republicans have won here in the Presidential race for years by taking anywhere from a fifth to a third of the Democratic vote, but if that doesn't happen this year the state is going to turn blue.”

Obama also has a 46-40 lead with independents in the state. He may have been aided by his trip to Asheville in this poll. After trailing by an average of six points in the region over the course of PPP's last three polls he is leading 54-37 there this time.

He has also reached his highest percentage of the white vote in a PPP poll, at 38%. With increased black turnout this year that's probably good enough to take the state.

Kay Hagan continues to hold a commanding lead over Elizabeth Dole for the state's Senate seat. She is up 49-40, with Libertarian Christopher Cole pulling 5% of the vote. She's up double digits among independent voters and is winning in almost every region of the state.

PPP surveyed 1,202 likely voters on October 4th and 5th. The survey's margin of error is +/-2.8%. 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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North Carolina Survey Results

Q1 The candidates for President are Republican John McCain, Democrat Barack Obama, and Libertarian Bob Barr. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If Bob Barr, press 3. If you're undecided, press 4.

McCain..... 44%
Obama..... 50%
Barr..... 2%
Undecided..... 4%

Q2 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely 34%
Less Likely..... 23%
No Difference..... 43%

Q3 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely 39%
Less Likely..... 41%
No Difference..... 20%

Q4 The candidates for US Senate are Republican Elizabeth Dole, Democrat Kay Hagan, and Libertarian Christopher Cole. If the election was today, who would you vote for? If Elizabeth Dole, press 1. If Kay Hagan, press 2. If Christopher Cole, press 3. If you're undecided, press 4.

Dole 40%
Hagan 49%
Cole 5%
Undecided..... 7%

Q5 Are you firmly committed to your choice for Senate, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed..... 80%
Could Change Mind 20%

Q6 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban.....15% *Rural*.....25%
Suburban.....32% *Small Town*.....28%





Q7 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>	12%
<i>Education</i>	5%
<i>Economy and Jobs</i>	60%
<i>Taxes</i>	4%
<i>Moral and family values</i>	11%
<i>Health care</i>	3%
<i>Immigration</i>	3%
<i>Other</i>	1%

Q8 If you are a woman, press 1, if a man, press 2.

<i>Woman</i>	53%
<i>Man</i>	47%

Q9 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	48%
<i>Republican</i>	35%
<i>Independent/Other</i>	17%

Q10 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	76%
<i>African-American</i>	21%
<i>Other</i>	3%

Q11 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.

<i>18 to 29</i>	16%
<i>30 to 45</i>	28%
<i>46 to 65</i>	38%
<i>Older than 65</i>	18%

Q12

<i>252</i>	14%
<i>336</i>	19%
<i>704</i>	18%
<i>828</i>	14%
<i>910</i>	15%
<i>919</i>	21%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
President					
McCain	44%	30%	45%	54%	43%
Obama	50%	65%	52%	38%	50%
Barr	2%	2%	2%	2%	2%
Undecided	4%	4%	2%	6%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Choice					
More Likely	34%	43%	32%	31%	32%
Less Likely	23%	18%	24%	28%	22%
No Difference	43%	38%	44%	41%	46%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Choice					
More Likely	38%	27%	39%	41%	42%
Less Likely	41%	53%	44%	33%	39%
No Difference	20%	21%	17%	25%	20%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Dole	40%	29%	40%	46%	41%
Hagan	49%	61%	50%	41%	47%
Cole	5%	3%	5%	6%	4%
Undecided	7%	6%	5%	7%	8%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Change Mind/Senator					
Firmly Committed	80%	83%	78%	83%	77%
Could Change Mind	20%	17%	22%	17%	23%

	Base	Gender	
		Woman	Man
President			
McCain	44%	44%	45%
Obama	50%	52%	48%
Barr	2%	1%	3%
Undecided	4%	4%	4%

	Base	Gender	
		Woman	Man
Biden Choice			
More Likely	34%	33%	34%
Less Likely	23%	20%	27%
No Difference	43%	47%	38%

	Base	Gender	
		Woman	Man
Palin Choice			
More Likely	39%	35%	42%
Less Likely	41%	42%	40%
No Difference	20%	23%	17%





Crosstabs

		Base	Gender	
			Woman	Man
Senate				
	Dole	40%	40%	40%
	Hagan	49%	50%	47%
	Cole	5%	3%	7%
	Undecided	7%	6%	7%

		Base	Gender	
			Woman	Man
Change Mind/Senator				
	Firmly Committed	80%	79%	81%
	Could Change Mind	20%	21%	19%

		Base	Party		
			Democrat	Republican	Independent/Other
President					
	McCain	44%	15%	86%	40%
	Obama	50%	82%	8%	46%
	Barr	2%	1%	2%	5%
	Undecided	4%	2%	4%	10%

		Base	Party		
			Democrat	Republican	Independent/Other
Biden Choice					
	More Likely	34%	50%	13%	31%
	Less Likely	23%	15%	36%	21%
	No Difference	43%	36%	50%	49%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Choice				
More Likely	39%	16%	69%	39%
Less Likely	41%	62%	12%	45%
No Difference	20%	22%	20%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Dole	40%	12%	82%	33%
Hagan	49%	79%	9%	44%
Cole	5%	3%	4%	12%
Undecided	7%	6%	5%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Change Mind/Senator				
Firmly Committed	80%	80%	83%	71%
Could Change Mind	20%	20%	17%	29%

	Base	Race		
		White	African-American	Other
President				
McCain	44%	56%	4%	30%
Obama	50%	38%	92%	55%
Barr	2%	2%	1%	5%
Undecided	4%	4%	2%	9%





Crosstabs

	Base	Race		
		White	African-American	Other
Biden Choice				
More Likely	34%	29%	50%	41%
Less Likely	23%	27%	11%	23%
No Difference	43%	44%	39%	37%

	Base	Race		
		White	African-American	Other
Palin Choice				
More Likely	39%	47%	10%	20%
Less Likely	41%	36%	60%	51%
No Difference	20%	17%	30%	28%

	Base	Race		
		White	African-American	Other
Senate				
Dole	40%	50%	9%	21%
Hagan	49%	40%	78%	52%
Cole	5%	5%	4%	12%
Undecided	7%	6%	9%	14%

	Base	Race		
		White	African-American	Other
Change Mind/Senator				
Firmly Committed	80%	80%	82%	69%
Could Change Mind	20%	20%	18%	31%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
McCain	44%	32%	42%	47%	52%
Obama	50%	60%	52%	48%	41%
Barr	2%	2%	2%	1%	3%
Undecided	4%	5%	4%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Choice					
More Likely	34%	30%	33%	34%	36%
Less Likely	23%	20%	19%	24%	31%
No Difference	43%	50%	48%	41%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Choice					
More Likely	39%	30%	35%	40%	49%
Less Likely	41%	50%	43%	40%	34%
No Difference	20%	20%	22%	20%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Dole	40%	26%	38%	45%	46%
Hagan	49%	52%	51%	47%	44%
Cole	5%	8%	6%	4%	3%
Undecided	7%	14%	5%	5%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind/Senator					
Firmly Committed	80%	77%	79%	83%	77%
Could Change Mind	20%	23%	21%	17%	23%

	Base	Area Code					
		252	336	704	828	910	919
President							
McCain	44%	43%	49%	46%	37%	45%	43%
Obama	50%	49%	46%	47%	54%	52%	52%
Barr	2%	1%	4%	2%	2%	0%	2%
Undecided	4%	7%	2%	5%	7%	3%	3%

	Base	Area Code					
		252	336	704	828	910	919
Biden Choice							
More Likely	34%	33%	32%	33%	37%	28%	38%
Less Likely	23%	23%	22%	24%	28%	26%	20%
No Difference	43%	44%	46%	44%	36%	46%	42%

	Base	Area Code					
		252	336	704	828	910	919
Palin Choice							
More Likely	39%	39%	39%	42%	39%	34%	37%
Less Likely	41%	37%	38%	39%	49%	38%	47%
No Difference	20%	24%	22%	19%	11%	27%	16%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Dole	40%	41%	45%	43%	33%	42%	37%
Hagan	49%	46%	43%	46%	55%	47%	55%
Cole	5%	4%	8%	4%	4%	4%	4%
Undecided	7%	9%	4%	8%	8%	7%	5%

	Base	Area Code					
		252	336	704	828	910	919
Change Mind/Senator							
Firmly Committed	80%	80%	80%	79%	77%	76%	84%
Could Change Mind	20%	20%	20%	21%	23%	24%	16%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
McCain	44%	37%	25%	34%	82%	91%	45%	73%	34%
Obama	50%	59%	69%	60%	5%	6%	55%	12%	30%
Barr	2%	3%	1%	2%	3%	1%	-	7%	15%
Undecided	4%	1%	5%	4%	10%	3%	-	8%	21%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Biden Choice									
More Likely	34%	34%	32%	41%	14%	9%	36%	18%	15%
Less Likely	23%	25%	25%	19%	42%	33%	26%	42%	6%
No Difference	43%	41%	43%	40%	44%	58%	38%	41%	79%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Palin Choice									
More Likely	39%	36%	30%	30%	72%	73%	31%	71%	19%
Less Likely	41%	51%	55%	48%	16%	8%	54%	16%	36%
No Difference	20%	13%	15%	23%	13%	19%	15%	13%	45%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Dole	40%	35%	35%	31%	67%	83%	24%	66%	24%
Hagan	49%	54%	57%	59%	12%	9%	57%	18%	34%
Cole	5%	4%	1%	4%	18%	4%	8%	7%	15%
Undecided	7%	7%	6%	6%	4%	4%	11%	9%	27%

