



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 holds small Michigan lead

Raleigh, N.C. – Barack Obama’s lead in Michigan has dropped over the last month, according to the newest survey from Public Policy Polling.

Obama leads John McCain 46-43 in the state. PPP’s June poll showed Obama leading 48-39.

Most of the movement in the last month has been among white voters and Republicans. In June PPP showed Obama earning 19% of the GOP vote but that is now down to 9%. McCain has turned a small disadvantage with white voters into a 50-40 lead.

The race in Michigan could come down to who earns the votes of independents. While only 8% of Democrats and 4% of Republicans are undecided, 20% of those who don’t identify with either party are.

“Michigan is going to be a vital state this fall,” said Dean Debnam, President of Public Policy Polling. “If Barack Obama doesn’t win here, he’ll probably have to win three or four states that went Republican the last time around. If John McCain can’t take the state then he won’t be able to afford to lose more than one state that George W. Bush won in 2004. The candidates don’t have a lot of room for error in Michigan.”

In the Senate race Carl Levin continues to hold an overwhelming lead over Jack Hoogendyk, 54-35.

PPP also took a look ahead to the 2010 race for Governor, finding that Dick DeVos would lead both Dennis Archer and John Cherry, that Archer would lead Terri Lynn Land, and Land would lead Cherry. Last month’s poll showed Archer leading Candice Miller and Mike Cox with Cherry trailing both of them.

PPP surveyed 883 likely voters from July 23rd to 27th. The survey’s margin of error is +/-3.3%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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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Michigan Poll

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

McCain.....43% *Undecided*.....10%

Obama.....46%

Q2 The candidates for US Senate are Republican Jack Hoogendyk and Democrat Carl Levin. If the election was today, who would you vote for? If Jack Hoogendyk, press 1. If Carl Levin, press 2. If you're undecided, press 3.

Hoogendyk.....35%

Levin.....54%

Undecided.....11%

Q3 If the candidates for Governor in 2010 were Democrat Dennis Archer and Republican Dick DeVos, who would you vote for? If Dennis Archer, press 1. If Dick DeVos, press 2. If you're undecided, press 3.

Archer42% *Undecided*.....14%

DeVos44%

Q4 If the candidates for Governor in 2010 were Democrat Dennis Archer and Republican Terri Lynn Land, who would you vote for? If Dennis Archer, press 1. If Terri Lynn Land, press 2. If you're undecided, press 3.

Archer41% *Undecided*.....20%

Land.....38%

Q5 If the candidates for Governor in 2010 were Democrat John Cherry and Republican Dick DeVos, who would you vote for? If John Cherry, press 1. If Dick DeVos, press 2. If you're undecided, press 3.

Cherry.....36% *Undecided*.....19%

DeVos.....45%

Q6 If the candidates for Governor in 2010 were Democrat John Cherry and Republican Terri Lynn Land, who would you vote for? If John Cherry, press 1. If Terri Lynn Land, press 2. If you're undecided, press 3.

Cherry.....34%

Land.....40%

Undecided.....26%

Q7 If you are a woman, press 1, if a man, press 2.

Woman50%

Man.....50%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....37%

Republican.....34%

Other.....29%

Q9 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White82%

African-American14%

Other.....4%

Q10 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 to 29.....18%

30 to 45.....28%

46 to 65.....36%

Older than 65.....18%





Michigan

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	43%	43%	43%
Obama	46%	46%	47%
Undecided	10%	11%	10%

	Base	Gender	
		Woman	Man
Senate			
Hoogendyk	35%	33%	37%
Levin	54%	54%	54%
Undecided	11%	13%	9%

	Base	Gender	
		Woman	Man
Archer/DeVos			
Archer	42%	41%	44%
DeVos	44%	44%	44%
Undecided	14%	15%	12%

	Base	Gender	
		Woman	Man
Archer/Land			
Archer	41%	39%	43%
Land	38%	37%	40%
Undecided	20%	24%	17%





Michigan

	Base	Gender	
		Woman	Man
Cherry/DeVos			
Cherry	36%	37%	35%
DeVos	45%	43%	48%
Undecided	19%	21%	17%

	Base	Gender	
		Woman	Man
Cherry/Land			
Cherry	34%	33%	35%
Land	40%	36%	44%
Undecided	26%	31%	22%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	43%	8%	87%	38%
Obama	46%	84%	9%	42%
Undecided	10%	8%	4%	20%

	Base	Party		
		Democrat	Republican	Other
Senate				
Hoogendyk	35%	6%	73%	28%
Levin	54%	86%	18%	55%
Undecided	11%	8%	9%	16%





Michigan

	Base	Party		
		Democrat	Republican	Other
Archer/DeVos				
Archer	42%	63%	18%	44%
DeVos	44%	21%	77%	35%
Undecided	14%	16%	5%	21%

	Base	Party		
		Democrat	Republican	Other
Archer/Land				
Archer	41%	60%	21%	42%
Land	38%	21%	65%	29%
Undecided	20%	19%	14%	30%

	Base	Party		
		Democrat	Republican	Other
Cherry/DeVos				
Cherry	36%	59%	12%	35%
DeVos	45%	18%	81%	39%
Undecided	19%	24%	8%	25%

	Base	Party		
		Democrat	Republican	Other
Cherry/Land				
Cherry	34%	58%	11%	31%
Land	40%	15%	72%	34%
Undecided	26%	27%	17%	36%





Michigan

	Base	Race		
		White	African-American	Other
McCain/Obama				
McCain	43%	50%	10%	31%
Obama	46%	40%	83%	51%
Undecided	10%	11%	7%	18%

	Base	Race		
		White	African-American	Other
Senate				
Hoogendyk	35%	39%	14%	25%
Levin	54%	51%	73%	56%
Undecided	11%	10%	14%	19%

	Base	Race		
		White	African-American	Other
Archer/DeVos				
Archer	42%	39%	59%	43%
DeVos	44%	48%	21%	36%
Undecided	14%	12%	21%	21%

	Base	Race		
		White	African-American	Other
Archer/Land				
Archer	41%	39%	51%	47%
Land	38%	40%	32%	28%
Undecided	20%	21%	17%	25%





Michigan

	Base	Race		
		White	African-American	Other
Cherry/DeVos				
Cherry	36%	34%	47%	42%
De Vos	45%	49%	29%	33%
Undecided	19%	18%	24%	25%

	Base	Race		
		White	African-American	Other
Cherry/Land				
Cherry	34%	32%	46%	32%
Land	40%	42%	25%	33%
Undecided	26%	25%	29%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	43%	39%	47%	42%	44%
Obama	46%	51%	44%	49%	41%
Undecided	10%	10%	9%	9%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Hoogendyk	35%	33%	41%	30%	38%
Levin	54%	52%	48%	61%	52%
Undecided	11%	15%	11%	9%	10%





Michigan

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Archer/DeVos					
Archer	42%	38%	38%	51%	37%
DeVos	44%	46%	47%	40%	46%
Undecided	14%	16%	16%	10%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Archer/Land					
Archer	41%	34%	38%	49%	37%
Land	38%	49%	40%	33%	37%
Undecided	20%	17%	22%	18%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cherry/DeVos					
Cherry	36%	30%	34%	41%	35%
DeVos	45%	50%	47%	41%	47%
Undecided	19%	19%	19%	18%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cherry/Land					
Cherry	34%	29%	32%	39%	33%
Land	40%	45%	40%	38%	37%
Undecided	26%	26%	28%	23%	30%

