



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 continues to hold small lead in NC

Raleigh, N.C. – Barack Obama is hanging onto a 49-46 lead over John McCain in the newest North Carolina survey from Public Policy Polling. He led 50-44 in a similar poll last week.

Obama has actually made gains with independents over the last week since the McCain campaign took on an increasingly negative tone. What was a 46-40 advantage with that group is now up to 52-37. But the attacks may also be having the impact of shoring up McCain's base and helping him to peel off some conservative Democrats, as he's made small gains with voters in both parties over the last seven days.

The events of the last week have resulted in a new record for the percentage of North Carolinians listing the economy as their top issue. That figure has now hit 65%, and Obama leads 59-36 among those voters.

“For the longest time Barack Obama basically had free rein in North Carolina, but John McCain is finally starting to make some visits and put some money in here,” said Dean Debnam, President of Public Policy Polling. “With both campaigns contesting strongly here North Carolina looks like it will be one of the closest states in the country on election night.”

The heated contest for the US Senate between incumbent Republican Elizabeth Dole and Democratic challenger Kay Hagan has tightened considerably in the last week. Hagan now leads 46-44, down from 49-40 previously. Most of the movement has come among Democratic voters, an indication that conservatives who often cross over to vote Republican in federal elections are perhaps being swayed by Dole's attacks on Hagan.

PPP surveyed 1,196 likely voters on October 11th and 12th. 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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Public Policy Polling
3020 Highwoods Blvd.
Raleigh, NC 27604

Phone: 888 621-6988
Web: www.publicpolicypolling.com
Email: information@publicpolicypolling.com





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.....46%
Obama.....49%
Barr..... 1%
Undecided..... 3%

Q2 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.

Dole44%
Hagan.....46%
Cole 5%
Undecided..... 5%

Q3 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.....16% *Rural*.....27%
Suburban.....31% *Small Town*.....26%

Q4 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.

War in Iraq..... 9%
Education..... 4%
Economy and Jobs65%
Taxes..... 5%
Moral and family values10%
Health care 3%
Immigration..... 2%
Other..... 0%

Q5 If you are a woman, press 1, if a man, press 2.

Woman52%
Man.....48%

Q6 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.

Democrat.....48%
Republican.....35%
Independent/Other..... 16%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White75%
African-American22%
Other..... 3%





Q8 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.....	16%
30 to 45.....	28%
46 to 65.....	38%
Older than 65.....	18%

Q9

252.....	13%
336.....	17%
704.....	19%
828.....	16%
910.....	17%
919.....	19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
President					
McCain	46%	38%	39%	59%	46%
Obama	49%	59%	57%	34%	49%
Barr	1%	1%	2%	2%	-
Undecided	3%	2%	2%	4%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Dole	44%	34%	40%	54%	42%
Hagan	46%	58%	50%	36%	47%
Cole	5%	4%	5%	5%	5%
Undecided	5%	4%	5%	5%	6%

	Base	Gender	
		Woman	Man
President			
McCain	46%	44%	49%
Obama	49%	52%	46%
Barr	1%	0%	2%
Undecided	3%	4%	3%

	Base	Gender	
		Woman	Man
Senate			
Dole	44%	41%	46%
Hagan	46%	48%	44%
Cole	5%	4%	5%
Undecided	5%	6%	4%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
President				
McCain	46%	18%	89%	37%
Obama	49%	79%	7%	52%
Barr	1%	1%	1%	4%
Undecided	3%	2%	3%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Dole	44%	16%	85%	35%
Hagan	46%	75%	8%	46%
Cole	5%	3%	4%	11%
Undecided	5%	6%	3%	8%

	Base	Race		
		White	African-American	Other
President				
McCain	46%	57%	10%	35%
Obama	49%	38%	87%	57%
Barr	1%	2%	-	2%
Undecided	3%	4%	3%	6%

	Base	Race		
		White	African-American	Other
Senate				
Dole	44%	53%	12%	29%
Hagan	46%	37%	78%	50%
Cole	5%	6%	1%	6%
Undecided	5%	4%	9%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
McCain	46%	33%	49%	47%	52%
Obama	49%	63%	46%	49%	42%
Barr	1%	1%	2%	1%	0%
Undecided	3%	3%	3%	3%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Dole	44%	29%	48%	44%	49%
Hagan	46%	61%	41%	45%	44%
Cole	5%	6%	6%	5%	2%
Undecided	5%	4%	6%	5%	5%

	Base	Area Code					
		252	336	704	828	910	919
President							
McCain	46%	55%	45%	50%	47%	52%	32%
Obama	49%	44%	49%	48%	44%	41%	65%
Barr	1%	0%	2%	1%	2%	2%	-
Undecided	3%	1%	4%	1%	7%	4%	3%

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Dole	44%	52%	42%	46%	45%	47%	32%
Hagan	46%	39%	48%	43%	45%	43%	58%
Cole	5%	2%	5%	7%	4%	4%	5%
Undecided	5%	7%	6%	3%	6%	6%	5%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
McCain	46%	58%	22%	36%	83%	88%	26%	86%	27%
Obama	49%	41%	70%	59%	10%	8%	65%	3%	73%
Barr	1%	1%	6%	1%	2%	1%	2%	-	-
Undecided	3%	1%	2%	3%	5%	4%	6%	10%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Dole	44%	51%	21%	35%	77%	88%	20%	67%	-
Hagan	46%	40%	69%	55%	10%	7%	68%	10%	46%
Cole	5%	6%	9%	4%	8%	1%	4%	14%	-
Undecided	5%	3%	2%	5%	5%	4%	8%	9%	54%

