



FOR IMMEDIATE RELEASE
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Jim Neal begins campaign behind Dole

Raleigh, N.C. – According to a Public Policy Polling survey of likely North Carolina voters, Democratic Senate challenger Jim Neal faces an uphill battle against U.S. Senator Elizabeth Dole. Dole leads Neal in a head-to-head match-up 47% to 32%.

“Neal performs similarly to other Democrats we have tested against Elizabeth Dole that do not have statewide name recognition,” said Dean Debnam, President of Public Policy Polling. “Neal begins his campaign well behind Dole, but her poll numbers as an incumbent are low enough that this could become a tough race.”

According to the survey only 44% approve of Dole’s job performance, while 41% disapprove. She is faring better than President Bush, whose approval rating comes in at 36% in North Carolina, with 59% disapproving.

North Carolina voters aren’t too happy with the direction of the country. A large majority, 67%, say the country is off on the wrong track, while 26% say we are headed in the right direction. Voters are happier about the direction of the state, but still more say wrong track (47%) than right direction (37%).

So far voters are favoring Democratic candidates for the 2008 elections. If the election were held today, 45% say they would vote for the Democratic candidate for governor and 38% for the Republican. Forty-four percent would vote for the Democrat for president and 40% for the Republican.

PPP surveyed 601 likely general election voters on October 22. The survey has a margin of error of $\pm 3.95\%$. 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. Results include crosstabs breaking down the results by gender, party affiliation, race, age and region. For more discussion of the poll visit the Public Policy Polling blog at <http://publicpolicypolling.blogspot.com>.

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

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NC Survey Results

Q1 Do you approve or disapprove of the way President Bush is handling his job as President? If you approve, press 1 on your keypad now. If you disapprove, press 2. If you are not sure, press 3.

Approve36% *Not sure* 5%
Disapprove.....59%

Q2 Do you approve or disapprove of the way Senator Elizabeth Dole is handling her job as Senator? If you approve, press 1. If you disapprove, press 2. If you are not sure, press 3.

Approve44% *Not sure*15%
Disapprove.....41%

Q3 Generally speaking, would you say things in this country are heading in the right direction or are they off on the wrong track? If the right direction, press 1. If the wrong track, press 2. If you are not sure, press 3.

Right direction.....26% *Not sure* 8%
Wrong Track67%

Q4 Thinking about the 2008 general election do you think you will vote for the Democratic or Republican candidate for Governor? If you will vote for the Democrat, press 1. If for the Republican, press 2. If you have no opinion, press 3.

Democrat45% *No opinion*.....17%
Republican.....38%

Q5 Generally speaking, would you say things in the state of North Carolina are heading in the right direction or are they off on the wrong track? If the right direction, press 1. If the wrong track, press 2. If you are not sure, press 3.

Right direction 37% *Not sure* 16%
Wrong track..... 47%

Q6 Thinking about the 2008 general election do you think you will vote for the Democratic or Republican candidate for President? If you will vote for the Democrat, press 1. If for the Republican, press 2. If you have no opinion, press 3.

Democrat44% *No opinion*..... 16%
Republican40%

Q7 In 2008 Republican Senate Elizabeth Dole will be running for reelection. Democrat Jim Neal has announced he will challenge her. If the election were held today which candidate would you vote for? If Elizabeth Dole, press 1. If Jim Neal, press 2. If you are undecided, press 3.

Dole.....47% *Undecided*.....21%
Neal.....32%

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

Women55% *Men*.....45%

Q9 If you are a Democrat, press 1. If Republican, press 2. If other, press 3.

Democrat44% *Other*.....16%
Republican.....40%

Q10 If you are white, press 1. If African-American, press 2. If Hispanic, press 3. If other, press

White77% *Other*..... 5%
Black.....18%

Q11 If you are 18 to 29 years old, press 1. If you are 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.

18-29..... 8% *46-65*.....46%
30-45.....20% *Older Than 65*.....27%





Crosstabs

	Base	Gender	
		Women	Men
President Bush's Approval			
Approve	36%	33%	40%
Disapprove	59%	61%	56%
Not sure	5%	5%	5%

	Base	Gender	
		Women	Men
Elizabeth Dole job approval			
Approve	44%	45%	44%
Disapprove	41%	37%	46%
Not sure	15%	18%	11%

	Base	Gender	
		Women	Men
Country Right Track/Wrong Track			
Right direction	26%	21%	31%
Wrong Track	67%	70%	62%
Not sure	8%	8%	7%

	Base	Gender	
		Women	Men
Generic Governor			
Democrat	45%	49%	39%
Republican	38%	33%	45%
No opinion	17%	18%	16%

	Base	Gender	
		Women	Men
NC Right Track/Wrong Track			
Right direction	37%	38%	37%
Wrong track	47%	42%	53%
Not sure	16%	21%	11%

	Base	Gender	
		Women	Men
Generic President			
Democrat	44%	47%	40%
Republican	40%	36%	45%
No opinion	16%	18%	15%

	Base	Gender	
		Women	Men
Dole vs. Neal			
Dole	47%	45%	49%
Neal	32%	30%	35%
Undecided	21%	25%	16%

	Base	Party affiliation		
		Democrat	Republican	Other
President Bush's Approval				
Approve	36%	11%	71%	19%
Disapprove	59%	86%	23%	76%
Not sure	5%	4%	6%	5%





Crosstabs

	Base	Party affiliation		
		Democrat	Republican	Other
Elizabeth Dole job approval				
Approve	44%	28%	69%	28%
Disapprove	41%	56%	19%	55%
Not sure	15%	16%	12%	17%

	Base	Party affiliation		
		Democrat	Republican	Other
Country Right Track/Wrong Track				
Right direction	26%	9%	48%	18%
Wrong Track	67%	87%	40%	79%
Not sure	8%	5%	12%	4%

	Base	Party affiliation		
		Democrat	Republican	Other
Generic Governor				
Democrat	44%	80%	7%	39%
Republican	38%	8%	77%	23%
No opinion	17%	11%	16%	38%

	Base	Party affiliation		
		Democrat	Republican	Other
NC Right Track/Wrong Track				
Right direction	37%	43%	32%	34%
Wrong track	46%	37%	55%	49%
Not sure	16%	19%	13%	17%

	Base	Party affiliation		
		Democrat	Republican	Other
Generic President				
Democrat	43%	78%	8%	39%
Republican	40%	12%	77%	26%
No opinion	17%	11%	16%	35%

	Base	Party affiliation		
		Democrat	Republican	Other
Dole vs. Neal				
Dole	47%	22%	81%	29%
Neal	32%	53%	5%	44%
Undecided	21%	25%	14%	28%

	Base	Race		
		White	Black	Other
President Bush's Approval				
Approve	36%	43%	14%	17%
Disapprove	59%	53%	79%	79%
Not sure	5%	5%	7%	3%

	Base	Race		
		White	Black	Other
Elizabeth Dole job approval				
Approve	44%	50%	28%	21%
Disapprove	41%	38%	48%	62%
Not sure	15%	13%	24%	17%





Crosstabs

	Base	Race		
		White	Black	Other
Country Right Track/Wrong Track				
Right direction	26%	31%	10%	-
Wrong Track	67%	61%	83%	93%
Not sure	8%	8%	7%	7%

	Base	Race		
		White	Black	Other
Generic Governor				
Democrat	45%	38%	66%	62%
Republican	38%	45%	16%	21%
No opinion	17%	17%	19%	17%

	Base	Race		
		White	Black	Other
NC Right Track/Wrong Track				
Right direction	37%	38%	36%	28%
Wrong track	47%	47%	43%	55%
Not sure	16%	15%	21%	17%

	Base	Race		
		White	Black	Other
Generic President				
Democrat	44%	39%	59%	62%
Republican	40%	45%	24%	17%
No opinion	16%	16%	17%	21%

	Base	Race		
		White	Black	Other
Dole vs. Neal				
Dole	47%	52%	26%	41%
Neal	32%	31%	38%	38%
Undecided	21%	17%	36%	21%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
President Bush's Approval					
Approve	36%	44%	35%	36%	35%
Disapprove	59%	52%	61%	59%	58%
Not sure	5%	4%	4%	5%	7%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Elizabeth Dole job approval					
Approve	44%	52%	43%	46%	40%
Disapprove	41%	42%	40%	41%	41%
Not sure	15%	6%	18%	13%	19%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Country Right Track/Wrong Track					
Right direction	26%	36%	25%	25%	25%
Wrong Track	67%	62%	68%	68%	64%
Not sure	7%	2%	6%	7%	11%





Crosstabs

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Generic Governor					
Democrat	45%	48%	39%	46%	45%
Republican	38%	44%	40%	37%	36%
No opinion	17%	8%	21%	17%	19%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
NC Right Track/Wrong Track					
Right direction	37%	46%	43%	34%	36%
Wrong track	46%	38%	48%	49%	44%
Not sure	16%	17%	9%	17%	20%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Generic President					
Democrat	43%	44%	38%	45%	45%
Republican	40%	44%	47%	38%	38%
No opinion	17%	12%	15%	17%	18%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Dole vs. Neal					
Dole	47%	48%	44%	49%	45%
Neal	32%	30%	34%	31%	34%
Undecided	21%	22%	22%	20%	21%

	Base	Area Code					
		252	336	704	828	910	919
President Bush's Approval							
Approve	36%	35%	32%	39%	36%	37%	38%
Disapprove	59%	53%	64%	55%	63%	60%	56%
Not sure	5%	12%	4%	6%	2%	3%	6%

	Base	Area Code					
		252	336	704	828	910	919
Elizabeth Dole job approval							
Approve	44%	52%	44%	49%	36%	44%	45%
Disapprove	41%	27%	39%	42%	44%	47%	43%
Not sure	15%	22%	17%	9%	20%	9%	12%

	Base	Area Code					
		252	336	704	828	910	919
Country Right Track/Wrong Track							
Right direction	26%	29%	19%	33%	20%	23%	32%
Wrong Track	67%	59%	72%	60%	72%	71%	63%
Not sure	8%	12%	9%	7%	8%	6%	5%

	Base	Area Code					
		252	336	704	828	910	919
Generic Governor							
Democrat	45%	47%	45%	40%	46%	50%	40%
Republican	38%	30%	37%	47%	37%	36%	40%
No opinion	17%	23%	17%	14%	17%	14%	20%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
NC Right Track/Wrong Track							
Right direction	37%	35%	36%	40%	30%	40%	43%
Wrong track	47%	44%	49%	43%	57%	44%	41%
Not sure	16%	22%	15%	17%	13%	16%	16%

	Base	Area Code					
		252	336	704	828	910	919
Generic President							
Democrat	44%	42%	47%	36%	40%	49%	46%
Republican	40%	31%	36%	54%	42%	37%	38%
No opinion	16%	26%	16%	10%	18%	15%	16%

	Base	Area Code					
		252	336	704	828	910	919
Dole vs. Neal							
Dole	47%	43%	49%	49%	42%	45%	51%
Neal	32%	15%	35%	32%	37%	40%	31%
Undecided	21%	41%	16%	20%	20%	15%	18%

