



FOR IMMEDIATE RELEASE

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Obama makes large gains in Michigan

Raleigh, N.C. – Barack Obama has expanded his lead nine points over the last three weeks in Michigan, according to the newest survey from Public Policy Polling. He now leads John McCain 51-41 in the state after holding just a 47-46 advantage immediately after the Republican convention.

Michigan's been hit even harder than most places in the country by economic struggles over the last few years, and 69% of the state's voters list the economy as their top issue. That's higher than any other battleground state PPP has polled in. Obama holds a 54-37 lead among respondents who listed it as their biggest concern.

Another factor helping to drive Obama's improved standing in the state is Sarah Palin's rapidly declining popularity. Immediately after the GOP convention 45% of Michigan voters said her selection made them more likely to vote for John McCain, compared to just 35% who said it made them less likely to do so. Since then there's been a 14 point drop in her net favorability, with 43% now saying her selection makes them less likely to vote Republican and only 39% saying it makes them more likely to do so.

"There have been two universal trends in all of PPP's battleground polling the last two weeks," said Dean Debnam, President of Public Policy Polling. "Concern over the economy is at an all time high, and voters trust Barack Obama more to turn it around. Sarah Palin's luster wore off pretty quickly. Those things are fueling gains of 6-9 points for the Democratic nominee, and unless the game changes soon that trend is going to take Michigan off the list of swing states and put it firmly into the Obama column."

The survey also found Carl Levin looking safe for reelection, with a 50-32 advantage over challenger Jack Hoogendyk. Levin's holding the Republican under 70% even with members of his own party.

PPP surveyed 731 likely voters from September 29th to October 1st. The survey's margin of error is +/-3.6%. 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 Tom Jensen at 919-744-6312.

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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.....41% *Undecided*..... 8%

Obama.....51%

Q2 Are you firmly committed to your choice for President, 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.....91%

Could Change Mind..... 9%

Q3 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..... 33% *No Difference*..... 37%

Less Likely 30%

Q4 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 Likely39% *No Difference*.....18%

Less Likely.....43%

Q5 The candidates for 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..... 32%

Levin50%

Undecided..... 17%

Q6 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 12%

Education..... 3%

Economy and Jobs 69%

Taxes..... 5%

Moral and Family Values 6%

Health Care..... 2%

Immigration..... 2%

Other..... 1%

Q7 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%

Suburban 36%

Rural..... 23%

Small Town..... 26%

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

Woman 52%

Man..... 48%

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

Democrat..... 40%

Republican..... 33%

Other..... 27%





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

White 82%
African American 14%
Other..... 5%

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.

18 to 29..... 16%
30 to 45..... 28%
46 to 65..... 38%
Older than 65..... 18%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	41%	26%	38%	54%	42%
Obama	51%	66%	54%	40%	47%
Undecided	8%	8%	8%	6%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Change Mind					
Firmly Committed	91%	99%	90%	88%	91%
Could Change Mind	9%	1%	10%	12%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Pick					
More Likely	34%	45%	34%	30%	30%
Less Likely	30%	22%	26%	38%	31%
No Difference	37%	33%	40%	32%	40%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Pick					
More Likely	39%	29%	36%	51%	37%
Less Likely	43%	52%	45%	33%	42%
No Difference	18%	19%	19%	16%	21%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Hoogendyk	32%	20%	29%	42%	35%
Levin	50%	62%	57%	45%	40%
Undecided	17%	18%	14%	13%	25%

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	41%	35%	47%
Obama	51%	55%	46%
Undecided	8%	9%	7%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	91%	91%	91%
Could Change Mind	9%	9%	9%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	33%	34%	33%
Less Likely	30%	27%	33%
No Difference	37%	39%	34%





	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	39%	35%	43%
Less Likely	43%	44%	41%
No Difference	18%	21%	15%

	Base	Gender	
		Woman	Man
Senate			
Hoogendyk	32%	25%	40%
Levin	50%	53%	48%
Undecided	17%	22%	12%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	41%	6%	85%	40%
Obama	51%	89%	11%	44%
Undecided	8%	5%	4%	17%

	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	91%	94%	93%	84%
Could Change Mind	9%	6%	7%	16%





	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	33%	53%	14%	29%
Less Likely	30%	12%	48%	33%
No Difference	37%	35%	38%	38%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	39%	10%	73%	39%
Less Likely	43%	69%	12%	43%
No Difference	18%	22%	15%	18%

	Base	Party		
		Democrat	Republican	Other
Senate				
Hoogendyk	32%	6%	67%	29%
Levin	50%	80%	18%	47%
Undecided	17%	15%	14%	24%

	Base	Race		
		White	African American	Other
McCain/Obama				
McCain	41%	47%	7%	28%
Obama	51%	44%	90%	63%
Undecided	8%	9%	3%	10%





	Base	Race		
		White	African American	Other
Change Mind				
Firmly Committed	91%	90%	97%	88%
Could Change Mind	9%	10%	3%	12%

	Base	Race		
		White	African American	Other
Biden Pick				
More Likely	33%	30%	51%	43%
Less Likely	30%	33%	13%	16%
No Difference	37%	37%	36%	41%

	Base	Race		
		White	African American	Other
Palin Pick				
More Likely	39%	44%	12%	28%
Less Likely	43%	39%	62%	46%
No Difference	18%	17%	26%	26%

	Base	Race		
		White	African American	Other
Senate				
Hoogendyk	32%	37%	8%	28%
Levin	50%	46%	75%	51%
Undecided	17%	17%	17%	21%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	41%	40%	43%	39%	43%
Obama	51%	52%	50%	53%	46%
Undecided	8%	8%	7%	7%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	91%	91%	89%	93%	92%
Could Change Mind	9%	9%	11%	7%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	33%	30%	29%	34%	42%
Less Likely	30%	36%	31%	29%	24%
No Difference	37%	34%	40%	37%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	39%	48%	41%	33%	40%
Less Likely	43%	36%	42%	46%	43%
No Difference	18%	16%	17%	21%	16%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Hoogendyk	32%	30%	34%	33%	31%
Levin	50%	40%	46%	54%	60%
Undecided	17%	30%	20%	14%	9%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
McCain/Obama									
McCain	41%	33%	9%	37%	89%	78%	22%	73%	57%
Obama	51%	63%	83%	54%	8%	16%	55%	20%	37%
Undecided	8%	4%	8%	9%	2%	7%	22%	7%	6%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Change Mind									
Firmly Committed	91%	98%	91%	90%	98%	97%	79%	84%	86%
Could Change Mind	9%	2%	9%	10%	2%	3%	21%	16%	14%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Biden Pick									
More Likely	33%	46%	44%	35%	-	21%	33%	27%	29%
Less Likely	30%	16%	30%	28%	64%	44%	27%	54%	6%
No Difference	37%	38%	26%	37%	36%	35%	40%	19%	65%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Palin Pick									
More Likely	39%	27%	42%	34%	82%	71%	31%	80%	40%
Less Likely	43%	52%	47%	47%	8%	10%	57%	20%	39%
No Difference	18%	20%	11%	20%	9%	19%	12%	-	21%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Senate									
Hoogendyk	32%	25%	6%	27%	81%	73%	16%	69%	44%
Levin	50%	61%	85%	55%	2%	16%	78%	11%	15%
Undecided	17%	14%	8%	18%	17%	11%	6%	20%	42%

