



FOR IMMEDIATE RELEASE

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Obama up a little, Perdue lead balloons

Raleigh, N.C. – Barack Obama has a four point lead in North Carolina’s Democratic primary for President as it becomes increasingly likely that the state will play a role in determining the Democratic nominee for President, according to the newest survey from Public Policy Polling.

Obama leads 47-43 in the state after leading 42-40 in PPP’s monthly tracking poll for February.

“This isn’t actually particularly good news for Obama,” said Dean Debnam, President of Public Policy Polling. “He’s been leading in most North Carolina polls over the last three weeks by double digits. But as the national polls and last night’s results have shown Clinton inching closer, the same trend has occurred in North Carolina.”

One thing that’s very clear is that the spectacle of a contested primary will bring more folks to the polls in North Carolina. 75% of those surveyed said they were more likely to vote if the primary would influence the nominee for President.

Bev Perdue has made an amazing leap in the race for Governor, nearly doubling her lead to 27 points. She leads Richard Moore 52-25. She made major strides from the February poll in almost every demographic group.

Other Democrats leading their primaries include Kay Hagan for Senate, Pat Smathers for Lieutenant Governor, Janet Cowell for State Treasurer, Beth Wood for State Auditor, June Atkinson for Superintendent, John Brooks for Labor Commissioner, and Wayne Goodwin for Insurance Commissioner.

PPP surveyed 508 likely Democratic primary voters on March 3rd. The survey’s margin of error is +/-4.3%. 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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Democratic Primary Survey Results

Q1 The Democrats still running for President are Hillary Clinton and Barack Obama. If the primary was today, who would you vote for? If Hillary Clinton, press 1. If Barack Obama, press 2. If you're undecided, press 3.

Clinton.....43% Undecided.....10%
Obama.....47%

Q2 The candidates for US Senate are Kay Hagan, Duskin Lassiter, Jim Neal, Howard Staley, and Marcus Williams. If the primary was today, who would you vote for? If Kay Hagan, press 1. If Duskin Lassiter, press 2. If Jim Neal, press 3. If Howard Staley, press 4. If Marcus Williams, press 5. If you're undecided, press 6.

Hagan.....23%
Lassiter..... 4%
Neal..... 9%
Staley..... 3%
Williams..... 6%
Undecided.....55%

Q3 There will be a Democratic primary for Governor. The candidates are Richard Moore, Dennis Nielsen, and Beverly Perdue. If the primary election were today which of these candidates would you vote for? If you would vote for Richard Moore, press 1. If for Dennis Nielsen, press 2. If for Beverly Perdue, press 3. If undecided, press 4.

Moore..... 25% Perdue.....52%
Nielsen..... 4% Undecided..... 19%

Q4 In the Lieutenant Governor's race the candidates are Dan Besse, Walter Dalton, Hampton Dellinger, and Pat Smathers. If the election were held today who would you vote for? If Dan Besse, press 1. If Walter Dalton, press 2. If Hampton Dellinger, press 3. If Pat Smathers, press 4. If you are undecided press 5.

Besse..... 7% Smathers..... 13%
Dalton..... 11% Undecided.....61%
Dellinger..... 8%

Q5 In the State Treasurer's race the candidates are Janet Cowell, Michael Weisel and David Young. If the election were held today who would you vote for? If Janet Cowell, press 1. If Michael Weisel, press 2. If David Young, press 3. If you are undecided, press 4.

Cowell..... 16% Young..... 15%
Weisel..... 8% Undecided.....61%

Q6 In the State Superintendent's race the candidates are June Atkinson and Eddie Davis. If the election were held today who would you vote for? If June Atkinson, press 1. If Eddie Davis, press 2. If you are undecided, press 3.

Atkinson.....37% Undecided.....49%
Davis..... 14%

Q7 The Democratic candidates for State Auditor are Fred Aikens and Beth Wood. If the primary was today, who would you vote for? If Fred Aikens, press 1. If Beth Wood, press 2. If you're undecided, press 3.

Aikens..... 16%
Wood.....24%
Undecided.....60%





Q8 The candidates for Insurance Commissioner are Wayne Goodwin and David Smith. If the primary was today, who would you vote for? If Wayne Goodwin, press 1. If David Smith, press 2. If you're undecided, press 3.

Goodwin..... 19%
Smith 13%
Undecided..... 67%

Q9 The candidates for Labor Commissioner are Robin Anderson, John Brooks, Mary Fant Donnan, and Ty Richardson. If the primary was today, who would you vote for? If Robin Anderson, press 1. If John Brooks, press 2. If Mary Fant Donnan, press 3. If Ty Richardson, press 4. If you're undecided, press 5.

Anderson 9%
Brooks 14%
Donnan 11%
Richardson..... 7%
Undecided..... 59%

Q10 Are you more likely to vote in the primary if it will be important to deciding the Democratic nominee for President? If yes, press 1. If it doesn't matter, press 2.

More likely..... 75%
Doesn't matter..... 25%

Q11 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 25% *Moral or Family values*..... 4%
Education..... 8% *Health care*..... 9%
Economy and jobs. 45% *Immigration* 4%
Taxes 2% *Other*..... 1%

Q12 Are you registered as a Democrat, or are you registered as unaffiliated? If you are a registered Democrat, press 1. If you are registered unaffiliated, press 2.

Democrat..... 89%
Unaffiliated..... 11%

Q13 If you are a woman, press 1, if a man, press 2.

Women 58% *Men*..... 42%

Q14 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 67% *Other*..... 3%
Black..... 30%

Q15 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.

18-29..... 7% *46-65*..... 44%
30-45..... 19% *Older Than 65*..... 30%





Democratic Primary Crosstabs

	Base	Party	
		Democrat	Unaffiliated
President			
Clinton	43%	43%	44%
Obama	47%	47%	46%
Undecided	10%	10%	10%

	Base	Party	
		Democrat	Unaffiliated
Senate			
Hagan	23%	22%	27%
Lassiter	4%	4%	9%
Neal	9%	9%	10%
Staley	3%	3%	2%
Williams	6%	6%	2%
Undecided	55%	56%	51%

	Base	Party	
		Democrat	Unaffiliated
Governor			
Moore	25%	25%	24%
Nielsen	4%	2%	15%
Perdue	52%	54%	40%
Undecided	19%	19%	21%

	Base	Party	
		Democrat	Unaffiliated
Lt. Governor			
Besse	7%	7%	8%
Dalton	11%	10%	14%
Dellinger	8%	8%	12%
Smathers	13%	12%	14%
Undecided	61%	63%	53%

	Base	Party	
		Democrat	Unaffiliated
Treasurer			
Cowell	16%	16%	16%
Weisel	8%	7%	18%
Young	15%	15%	14%
Undecided	61%	62%	52%

	Base	Party	
		Democrat	Unaffiliated
Superintendent			
Atkinson	37%	37%	37%
Davis	14%	13%	21%
Undecided	49%	50%	42%

	Base	Party	
		Democrat	Unaffiliated
Auditor			
Aikens	16%	16%	18%
Wood	24%	23%	29%
Undecided	60%	60%	52%

	Base	Party	
		Democrat	Unaffiliated
Insurance Commissioner			
Goodwin	19%	20%	12%
Smith	13%	11%	29%
Undecided	67%	68%	59%





Democratic Primary Crosstabs

	Base	Party	
		Democrat	Unaffiliated
Labor Commissioner			
Anderson	9%	8%	14%
Brooks	14%	14%	12%
Donnan	11%	11%	12%
Richardson	7%	6%	12%
Undecided	59%	60%	50%

	Base	Party	
		Democrat	Unaffiliated
Vote Likelihood			
More likely	75%	76%	69%
Doesn't matter	25%	24%	31%

	Base	Gender	
		Women	Men
President			
Clinton	43%	43%	43%
Obama	47%	47%	48%
Undecided	10%	10%	10%

	Base	Gender	
		Women	Men
Senate			
Hagan	23%	23%	22%
Lassiter	4%	4%	5%
Neal	9%	6%	14%
Staley	3%	3%	2%
Williams	6%	6%	5%
Undecided	55%	58%	52%

	Base	Gender	
		Women	Men
Governor			
Moore	25%	20%	31%
Nielsen	4%	2%	7%
Perdue	52%	53%	51%
Undecided	19%	25%	11%

	Base	Gender	
		Women	Men
Lt. Governor			
Besse	7%	6%	7%
Dalton	11%	9%	13%
Dellinger	8%	8%	9%
Smathers	13%	12%	14%
Undecided	61%	66%	56%

	Base	Gender	
		Women	Men
Treasurer			
Cowell	16%	17%	15%
Weisel	8%	7%	9%
Young	15%	13%	18%
Undecided	61%	63%	58%

	Base	Gender	
		Women	Men
Superintendent			
Atkinson	37%	40%	34%
Davis	14%	11%	18%
Undecided	49%	49%	48%





Democratic Primary Crosstabs

		Gender		
		Base	Women	Men
Auditor				
	Aikens	16%	10%	26%
	Wood	24%	26%	21%
	Undecided	60%	64%	53%

		Gender		
		Base	Women	Men
Insurance Commissioner				
	Goodwin	19%	19%	20%
	Smith	13%	14%	13%
	Undecided	67%	67%	68%

		Gender		
		Base	Women	Men
Labor Commissioner				
	Anderson	9%	10%	7%
	Brooks	14%	8%	23%
	Donnan	11%	13%	9%
	Richardson	7%	5%	9%
	Undecided	59%	64%	52%

		Gender		
		Base	Women	Men
Vote Likelihood				
	More likely	75%	74%	76%
	Doesn't matter	25%	26%	24%

		Race			
		Base	White	Black	Other
President					
	Clinton	43%	56%	15%	29%
	Obama	47%	33%	78%	52%
	Undecided	10%	11%	7%	19%

		Race			
		Base	White	Black	Other
Senate					
	Hagan	23%	26%	15%	14%
	Lassiter	4%	3%	7%	10%
	Neal	9%	11%	5%	19%
	Staley	3%	1%	5%	-
	Williams	6%	2%	13%	10%
	Undecided	55%	56%	54%	48%

		Race			
		Base	White	Black	Other
Governor					
	Moore	25%	28%	16%	33%
	Nielsen	4%	4%	4%	5%
	Perdue	52%	50%	58%	33%
	Undecided	19%	18%	21%	29%

		Race			
		Base	White	Black	Other
Lt. Governor					
	Besse	7%	8%	3%	10%
	Dalton	11%	9%	15%	10%
	Dellinger	8%	8%	9%	10%
	Smathers	13%	14%	10%	5%
	Undecided	61%	61%	63%	67%





Democratic Primary Crosstabs

	Base	Race		
		White	Black	Other
Treasurer				
Cowell	16%	19%	10%	14%
Weisel	8%	7%	10%	5%
Young	15%	15%	17%	14%
Undecided	61%	59%	63%	67%

	Base	Race		
		White	Black	Other
Superintendent				
Atkinson	37%	39%	36%	24%
Davis	14%	12%	18%	19%
Undecided	49%	49%	47%	57%

	Base	Race		
		White	Black	Other
Auditor				
Aikens	16%	16%	14%	35%
Wood	24%	24%	26%	15%
Undecided	60%	60%	60%	50%

	Base	Race		
		White	Black	Other
Insurance Commissioner				
Goodwin	19%	20%	19%	10%
Smith	13%	13%	14%	19%
Undecided	67%	67%	67%	71%

	Base	Race			
		White	Black	Other	
Labor Commissioner					
Anderson	9%	8%	10%	-	
Brooks	14%	17%	8%	19%	
Donnan	11%	10%	14%	5%	
Richardson	7%	8%	5%	5%	
Undecided	59%	57%	63%	71%	

	Base	Race		
		White	Black	Other
Vote Likelihood				
More likely	75%	70%	87%	71%
Doesn't matter	25%	30%	13%	29%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
President					
Clinton	43%	46%	33%	39%	53%
Obama	47%	46%	60%	52%	33%
Undecided	10%	9%	7%	9%	14%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Senate					
Hagan	23%	12%	28%	25%	18%
Lassiter	4%	2%	6%	5%	4%
Neal	9%	5%	9%	10%	9%
Staley	3%	17%	-	2%	1%
Williams	6%	10%	4%	6%	5%
Undecided	55%	55%	52%	52%	62%





Democratic Primary Crosstabs

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Governor					
Moore	25%	17%	17%	24%	31%
Nielsen	4%	21%	7%	2%	1%
Perdue	52%	52%	47%	59%	45%
Undecided	19%	10%	29%	15%	23%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Lt. Governor					
Besse	7%	12%	6%	7%	6%
Dalton	11%	19%	7%	11%	11%
Dellinger	8%	7%	14%	9%	5%
Smathers	13%	14%	7%	12%	16%
Undecided	61%	48%	66%	62%	62%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Treasurer					
Cowell	16%	15%	24%	18%	9%
Weisel	8%	19%	3%	6%	11%
Young	15%	15%	11%	14%	19%
Undecided	61%	51%	62%	61%	61%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Superintendent					
Atkinson	37%	36%	32%	45%	31%
Davis	14%	26%	9%	12%	16%
Undecided	49%	38%	59%	43%	54%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Auditor					
Aikens	16%	23%	12%	16%	18%
Wood	24%	27%	22%	28%	20%
Undecided	60%	50%	66%	57%	62%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Insurance Commissioner					
Goodwin	19%	24%	15%	20%	20%
Smith	13%	16%	13%	12%	14%
Undecided	67%	60%	72%	68%	66%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Labor Commissioner					
Anderson	9%	17%	6%	8%	9%
Brooks	14%	10%	9%	18%	13%
Donnan	11%	12%	14%	12%	8%
Richardson	7%	7%	11%	7%	5%
Undecided	59%	55%	60%	55%	65%

	Base	Age			
		18-29	30-45	46-65	Older Than 65
Vote Likelihood					
More likely	75%	76%	77%	72%	77%
Doesn't matter	25%	24%	23%	28%	23%





Democratic Primary Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
President							
Clinton	43%	45%	39%	39%	72%	32%	32%
Obama	47%	37%	55%	54%	21%	54%	57%
Undecided	10%	18%	5%	7%	7%	13%	11%

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Hagan	23%	15%	39%	17%	20%	20%	21%
Lassiter	4%	8%	5%	7%	1%	7%	1%
Neal	9%	6%	9%	12%	11%	9%	10%
Staley	3%	5%	4%	3%	1%	2%	-
Williams	6%	9%	4%	6%	2%	9%	6%
Undecided	55%	57%	40%	55%	65%	53%	63%

	Base	Area Code					
		252	336	704	828	910	919
Governor							
Moore	25%	23%	22%	27%	27%	25%	25%
Nielsen	4%	3%	6%	1%	4%	4%	4%
Perdue	52%	55%	63%	45%	36%	59%	53%
Undecided	19%	19%	8%	27%	33%	12%	18%

	Base	Area Code					
		252	336	704	828	910	919
Lt. Governor							
Besse	7%	4%	14%	7%	6%	5%	4%
Dalton	11%	15%	13%	16%	10%	12%	1%
Dellinger	8%	6%	8%	4%	8%	16%	10%
Smathers	13%	18%	8%	8%	21%	14%	9%
Undecided	61%	57%	56%	65%	56%	53%	76%

	Base	Area Code					
		252	336	704	828	910	919
Treasurer							
Cowell	16%	16%	13%	16%	15%	16%	20%
Weisel	8%	9%	12%	6%	7%	11%	4%
Young	15%	20%	16%	11%	22%	15%	10%
Undecided	61%	54%	59%	67%	57%	58%	66%

	Base	Area Code					
		252	336	704	828	910	919
Superintendent							
Atkinson	37%	36%	44%	29%	26%	41%	43%
Davis	14%	12%	9%	18%	9%	20%	15%
Undecided	49%	52%	46%	53%	65%	39%	42%

	Base	Area Code					
		252	336	704	828	910	919
Auditor							
Aikens	16%	19%	19%	13%	13%	23%	14%
Wood	24%	29%	27%	22%	24%	28%	18%
Undecided	60%	52%	55%	65%	62%	49%	69%

	Base	Area Code					
		252	336	704	828	910	919
Insurance Commissioner							
Goodwin	19%	18%	23%	16%	19%	31%	13%
Smith	13%	15%	7%	19%	16%	12%	12%
Undecided	67%	67%	70%	65%	66%	57%	75%





Democratic Primary Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Labor Commissioner							
Anderson	9%	11%	8%	3%	13%	10%	7%
Brooks	14%	18%	10%	20%	9%	16%	14%
Donnan	11%	14%	11%	11%	8%	9%	13%
Richardson	7%	6%	11%	6%	6%	12%	3%
Undecided	59%	51%	59%	60%	64%	53%	64%

	Base	Area Code					
		252	336	704	828	910	919
Vote Likelihood							
More likely	75%	86%	74%	73%	69%	83%	69%
Doesn't matter	25%	14%	26%	27%	31%	17%	31%





Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
President									
Clinton	43%	35%	28%	50%	74%	24%	46%	35%	32%
Obama	47%	51%	58%	42%	26%	60%	47%	61%	34%
Undecided	10%	14%	14%	7%	-	16%	7%	4%	34%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Senate									
Hagan	23%	26%	20%	23%	9%	8%	22%	23%	13%
Lassiter	4%	2%	6%	5%	19%	4%	4%	11%	-
Neal	9%	6%	10%	10%	9%	12%	14%	16%	-
Staley	3%	1%	4%	3%	27%	-	-	4%	-
Williams	6%	5%	12%	4%	-	8%	5%	15%	-
Undecided	55%	59%	47%	56%	36%	68%	55%	31%	87%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Governor									
Moore	25%	23%	24%	25%	37%	40%	17%	31%	15%
Nielsen	4%	3%	8%	1%	9%	12%	6%	8%	15%
Perdue	52%	58%	42%	53%	46%	28%	57%	53%	29%
Undecided	19%	16%	26%	21%	8%	20%	20%	8%	42%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Lt. Governor									
Besse	7%	7%	6%	6%	9%	-	11%	16%	-
Dalton	11%	6%	18%	10%	27%	33%	9%	11%	-
Dellinger	8%	7%	10%	11%	19%	8%	2%	-	-
Smathers	13%	15%	14%	12%	9%	-	15%	12%	15%
Undecided	61%	66%	51%	61%	36%	58%	63%	62%	85%





Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Treasurer									
Cowell	16%	23%	16%	12%	9%	8%	22%	23%	-
Weisel	8%	5%	16%	9%	19%	4%	-	8%	-
Young	15%	11%	14%	18%	46%	13%	9%	16%	15%
Undecided	61%	61%	54%	60%	26%	75%	69%	54%	85%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Superintendent									
Atkinson	37%	33%	34%	39%	56%	33%	45%	46%	-
Davis	14%	16%	12%	13%	18%	17%	5%	31%	15%
Undecided	49%	51%	54%	49%	26%	50%	50%	23%	85%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Auditor									
Aikens	16%	13%	23%	16%	27%	25%	2%	43%	-
Wood	24%	25%	20%	22%	37%	33%	30%	26%	-
Undecided	60%	62%	56%	61%	36%	41%	69%	31%	100%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Insurance Commissioner									
Goodwin	19%	15%	10%	24%	46%	21%	15%	12%	-
Smith	13%	8%	30%	11%	28%	25%	13%	23%	-
Undecided	67%	77%	60%	65%	26%	54%	72%	65%	100%





Democratic Primary Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Labor Commissioner									
Anderson	9%	7%	14%	8%	19%	12%	8%	12%	-
Brooks	14%	15%	12%	14%	18%	17%	11%	20%	15%
Donnan	11%	10%	10%	11%	28%	13%	11%	16%	-
Richardson	7%	5%	6%	9%	9%	4%	6%	8%	-
Undecided	59%	63%	58%	58%	26%	54%	65%	46%	85%

	Base	Issues							
		War in Iraq	Education	Economy and jobs	Taxes	Moral or Family values	Health care	Immigration	Other
Vote Likelihood									
More likely	75%	68%	76%	80%	92%	76%	67%	74%	66%
Doesn't matter	25%	32%	24%	20%	8%	24%	33%	26%	34%

