

**FOR IMMEDIATE RELEASE**

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**INTERVIEWS: Curtis Labban 336-906-0429**

## **Vice-presidential candidate has strong impact with voters**

**Raleigh, N.C.** – According to the latest survey by Public Policy Polling, 64% of North Carolina voters feel that the soon-to-be-chosen vice-presidential candidates will have a strong impact on the race, compared to 24% who think it would have a weak impact.

When asked if Hillary Clinton being on the Obama ticket would have any effect on their vote, the survey shows 18% of respondents being more likely to vote for Obama, and 13% being less likely.

Similar results were found when asked about the likelihood of voters choosing Obama if John Edwards was on the ticket, with 19% saying they would be more likely, and 15% saying they would be less likely.

North Carolina voters seem to be showing weak support for Governor Mike Easley as a potential candidate, with 22% saying they would be less likely to vote for Obama if he was on the ticket, compared to the 11% that said they would be more likely.

This shows a wider margin of former Hillary supporters who have switched over to the Obama camp, compared to the overall larger number of respondents who would be affected if former North Carolina Senator John Edwards was on the ticket.

“It seems as though Senator Clinton is the candidate most likely to give Senator Obama the boost he needs to win North Carolina come November, given that 5% more voters are more likely to vote for Obama if she’s on the ticket, but John Edwards is also pulling strong support in the state, so it could go either way,” said Curtis Labban, a summer fellow at Public Policy Polling.

Not surprisingly, PPP also found that 46% of respondents consider the Economy and Jobs to be the most important issue coming into the election, with the War in Iraq being a far second at 16%.

PPP surveyed 507 likely voters on June 16<sup>th</sup> and 17<sup>th</sup>. The survey’s margin of error is +/- 4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

For an interview about this release please contact Curtis Labban of PPP at 336-906-0429.

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## North Carolina Survey Results

**Q1** In general, does who the Presidential candidates choose as their running mates have any impact on your vote? If it is very important, press 1. If it is somewhat important, press 2. If it is not important, press 3.

*Very important* ..... 46%  
*Somewhat important*..... 39%  
*Not important*..... 15%

**Q2** How much of an effect do you think the vice-presidential nominee has on the race: a strong effect, a weak effect, or no effect at all? If you think the vice-presidential nominee has a strong effect on the race, press 1. If a weak effect, press 2. If no effect at all, press 3.

*Strong Effect*..... 64%  
*Weak Effect* ..... 27%  
*No Effect*..... 9%

**Q3** How much impact do you believe the vice-president has on the President's long-term policy making decisions while in office? If you believe the vice-president has a strong impact, press 1. If a weak impact, press 2. If no impact at all, press 3.

*Strong Impact*..... 40% *No Impact*..... 12%  
*Weak Impact*..... 48%

**Q4** How important is it to you that the vice-presidential candidate embodies the same values that you consider the most important? If it is very important, press 1. If it is somewhat important, press 2. If it is not important, press 3.

*Very Important* ..... 67%  
*Somewhat Important*..... 27%  
*Not Important*..... 6%

**Q5** What impact would Barack Obama choosing Hillary Clinton as his running mate have on your vote for President? Would it not matter because you're voting for Obama no matter what, not matter because you're voting for John McCain no matter what, make you more likely to vote for Obama, or make you less likely to vote for Obama? If it wouldn't matter because you're voting for Obama no matter what, press 1. If it wouldn't matter because you're voting for McCain no matter what, press 2. If choosing Clinton would make you more likely to vote for Obama, press 3. If it would make you less likely to vote for Obama, press 4. If you're not sure, press 5.

<i>Obama no-matter-what</i> ..... 32%	<i>Clinton on ticket more likely</i> ..... 18%
<i>McCain no-matter-what</i> ..... 33%	<i>Clinton on ticket less likely</i> ..... 13%
	<i>Not Sure</i> ..... 4%

**Q6** What impact would Barack Obama choosing John Edwards as his running mate have on your vote for President? Would it not matter because you're voting for Obama no matter what, not matter because you're voting for John McCain no matter what, make you more likely to vote for Obama, or make you less likely to vote for Obama? If it wouldn't matter because you're voting for Obama no matter what, press 1. If it wouldn't matter because you're voting for McCain no matter what, press 2. If choosing Edwards would make you more likely to vote for Obama, press 3. If it would make you less likely to vote for Obama, press 4. If you're not sure, press 5.

<i>Obama no-matter-what</i> ..... 31%	<i>Edwards on ticket more likely</i> ..... 19%
<i>McCain no-matter-what</i> ..... 32%	<i>Edwards on ticket less likely</i> ..... 15%
	<i>Not Sure</i> ..... 4%





**Q7** What impact would Barack Obama choosing Mike Easley as his running mate have on your vote for President? Would it not matter because you're voting for Obama no matter what, not matter because you're voting for John McCain no matter what, make you more likely to vote for Obama, or make you less likely to vote for Obama? If it wouldn't matter because you're voting for Obama no matter what, press 1. If it wouldn't matter because you're voting for McCain no matter what, press 2. If choosing Easley would make you more likely to vote for Obama, press 3. If it would make you less likely to vote for Obama, press 4. If you're not sure, press 5.

<i>Obama no-matter-what</i> .....	31%	<i>Easley on ticket more likely</i> .....	11%
<i>McCain no-matter-what</i> .....	32%	<i>Easley on ticket less likely</i> .....	22%
		<i>Not Sure</i> .....	4%

**Q8** 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.

<i>War in Iraq</i> .....	16%
<i>Education</i> .....	8%
<i>Economy and Jobs</i> .....	46%
<i>Taxes</i> .....	5%
<i>Moral and family values</i> .....	13%
<i>Health care</i> .....	5%
<i>Immigration</i> .....	5%
<i>Other</i> .....	2%

**Q9** If you are a woman, press 1, if a man, press 2.

<i>Woman</i> .....	52%
<i>Man</i> .....	48%

**Q10** 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.

<i>Democrat</i> .....	47%
<i>Republican</i> .....	35%
<i>Independent/Other</i> .....	18%

**Q11** If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i> .....	77%
<i>African-American</i> .....	20%
<i>Other</i> .....	3%

**Q12** 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.

<i>18 to 29</i> .....	10%
<i>30 to 45</i> .....	22%
<i>46 to 65</i> .....	44%
<i>Older than 65</i> .....	24%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Running Mate Impact</b>			
<b>Very important</b>	46%	49%	43%
<b>Somewhat important</b>	39%	42%	36%
<b>Not important</b>	15%	10%	21%

	Base	Gender	
		Woman	Man
<b>Vice-Presidential Effect</b>			
<b>Strong Effect</b>	64%	68%	59%
<b>Weak Effect</b>	27%	25%	30%
<b>No Effect</b>	9%	7%	10%

	Base	Gender	
		Woman	Man
<b>Long-term Impact</b>			
<b>Strong Impact</b>	40%	41%	40%
<b>Weak Impact</b>	48%	49%	47%
<b>No Impact</b>	12%	11%	13%

	Base	Gender	
		Woman	Man
<b>Running Mate Values</b>			
<b>Very Important</b>	67%	71%	62%
<b>Somewhat Important</b>	27%	25%	29%
<b>Not Important</b>	6%	4%	9%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Hillary Clinton on Ticket</b>			
Obama no-matter-what	32%	31%	33%
McCain no-matter-what	33%	34%	33%
Clinton on ticket more likely	18%	19%	17%
Clinton on ticket less likely	13%	12%	13%
Not Sure	4%	4%	4%

	Base	Gender	
		Woman	Man
<b>John Edwards on Ticket</b>			
Obama no-matter-what	31%	31%	31%
McCain no-matter-what	32%	32%	31%
Edwards on ticket more likely	19%	17%	20%
Edwards on ticket less likely	15%	15%	15%
Not Sure	4%	5%	3%

	Base	Gender	
		Woman	Man
<b>Mike Easley on Ticket</b>			
Obama no-matter-what	31%	30%	31%
McCain no-matter-what	32%	32%	32%
Easley on ticket more likely	11%	12%	9%
Easley on ticket less likely	22%	21%	23%
Not Sure	4%	5%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Running Mate Impact</b>				
Very important	46%	43%	52%	42%
Somewhat important	39%	42%	33%	43%
Not important	15%	15%	15%	14%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Vice-Presidential Effect</b>				
<b>Strong Effect</b>	64%	65%	65%	59%
<b>Weak Effect</b>	27%	28%	27%	27%
<b>No Effect</b>	9%	7%	9%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Long-term Impact</b>				
<b>Strong Impact</b>	40%	44%	37%	37%
<b>Weak Impact</b>	48%	46%	49%	49%
<b>No Impact</b>	12%	10%	14%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Running Mate Values</b>				
<b>Very Important</b>	67%	65%	71%	65%
<b>Somewhat Important</b>	27%	29%	24%	27%
<b>Not Important</b>	6%	7%	5%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Hillary Clinton on Ticket</b>				
<b>Obama no-matter-what</b>	32%	51%	7%	33%
<b>McCain no-matter-what</b>	33%	9%	69%	27%
<b>Clinton on ticket more likely</b>	18%	28%	5%	17%
<b>Clinton on ticket less likely</b>	13%	9%	15%	18%
<b>Not Sure</b>	4%	4%	3%	5%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>John Edwards on Ticket</b>				
<b>Obama no-matter-what</b>	31%	49%	8%	26%
<b>McCain no-matter-what</b>	32%	9%	67%	23%
<b>Edwards on ticket more likely</b>	19%	22%	11%	24%
<b>Edwards on ticket less likely</b>	15%	15%	12%	21%
<b>Not Sure</b>	4%	5%	3%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Mike Easley on Ticket</b>				
<b>Obama no-matter-what</b>	31%	51%	6%	25%
<b>McCain no-matter-what</b>	32%	9%	69%	24%
<b>Easley on ticket more likely</b>	11%	10%	7%	18%
<b>Easley on ticket less likely</b>	22%	25%	16%	26%
<b>Not Sure</b>	4%	6%	1%	7%

	Base	Race		
		White	African-American	Other
<b>Running Mate Impact</b>				
<b>Very important</b>	46%	49%	33%	46%
<b>Somewhat important</b>	39%	37%	45%	43%
<b>Not important</b>	15%	13%	22%	11%

	Base	Race		
		White	African-American	Other
<b>Vice-Presidential Effect</b>				
<b>Strong Effect</b>	64%	64%	62%	82%
<b>Weak Effect</b>	27%	29%	23%	14%
<b>No Effect</b>	9%	7%	15%	4%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Long-term Impact</b>				
<b>Strong Impact</b>	40%	38%	48%	50%
<b>Weak Impact</b>	48%	50%	45%	21%
<b>No Impact</b>	12%	13%	7%	29%

	Base	Race		
		White	African-American	Other
<b>Running Mate Values</b>				
<b>Very Important</b>	67%	69%	58%	64%
<b>Somewhat Important</b>	27%	25%	33%	36%
<b>Not Important</b>	6%	6%	8%	-

	Base	Race		
		White	African-American	Other
<b>Hillary Clinton on Ticket</b>				
<b>Obama no-matter-what</b>	32%	23%	70%	18%
<b>McCain no-matter-what</b>	33%	41%	5%	32%
<b>Clinton on ticket more likely</b>	18%	19%	13%	25%
<b>Clinton on ticket less likely</b>	13%	13%	8%	21%
<b>Not Sure</b>	4%	4%	3%	4%

	Base	Race		
		White	African-American	Other
<b>John Edwards on Ticket</b>				
<b>Obama no-matter-what</b>	31%	21%	68%	29%
<b>McCain no-matter-what</b>	32%	38%	7%	25%
<b>Edwards on ticket more likely</b>	19%	20%	13%	18%
<b>Edwards on ticket less likely</b>	15%	16%	7%	29%
<b>Not Sure</b>	4%	4%	5%	-







**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Mike Easley on Ticket</b>				
Obama no-matter-what	31%	20%	72%	25%
McCain no-matter-what	32%	40%	2%	29%
Easley on ticket more likely	11%	11%	8%	7%
Easley on ticket less likely	22%	23%	15%	36%
Not Sure	4%	5%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Running Mate Impact</b>					
Very important	46%	65%	35%	46%	50%
Somewhat important	39%	27%	51%	41%	29%
Not important	15%	8%	15%	13%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Vice-Presidential Effect</b>					
Strong Effect	64%	69%	67%	63%	61%
Weak Effect	27%	25%	23%	29%	28%
No Effect	9%	5%	10%	8%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Long-term Impact</b>					
Strong Impact	40%	48%	41%	35%	45%
Weak Impact	48%	37%	49%	52%	45%
No Impact	12%	15%	11%	13%	10%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Running Mate Values</b>					
Very Important	67%	71%	60%	68%	69%
Somewhat Important	27%	18%	37%	27%	21%
Not Important	6%	11%	3%	5%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hillary Clinton on Ticket</b>					
Obama no-matter-what	32%	36%	38%	33%	25%
McCain no-matter-what	33%	14%	25%	37%	42%
Clinton on ticket more likely	18%	25%	23%	16%	14%
Clinton on ticket less likely	13%	16%	10%	13%	13%
Not Sure	4%	9%	4%	2%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>John Edwards on Ticket</b>					
Obama no-matter-what	31%	31%	39%	30%	25%
McCain no-matter-what	32%	15%	27%	34%	39%
Edwards on ticket more likely	19%	30%	18%	16%	21%
Edwards on ticket less likely	15%	18%	14%	17%	10%
Not Sure	4%	5%	3%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Mike Easley on Ticket</b>					
Obama no-matter-what	31%	37%	36%	31%	23%
McCain no-matter-what	32%	17%	27%	33%	42%
Easley on ticket more likely	11%	18%	10%	9%	10%
Easley on ticket less likely	22%	26%	24%	23%	16%
Not Sure	4%	2%	2%	4%	9%

