



**FOR IMMEDIATE RELEASE**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Obama, Hagan expand NC leads**

**Raleigh, N.C.** – Barack Obama is now out to his largest lead yet in a PPP survey of North Carolina, polling at 51% in the state compared to 44% for John McCain. Last week Obama's advantage was 49-46.

Independent voters continue to move toward Obama in droves. He now has a 51-33 lead with them. He's also now up to receiving 82% of the Democratic vote. Staying over the 80% threshold there would almost certainly ensure a victory in North Carolina.

McCain now leads among white voters just 55-39, an edge that's not nearly enough given Obama's 92-6 lead with black voters. George W. Bush won about two thirds of the white vote against both John Kerry and Al Gore in North Carolina.

“A lot of folks thought North Carolina might revert right back to the Republican column after John McCain started really contesting here, but Barack Obama is holding strong,” said Dean Debnam, President of Public Policy Polling. “Assuming that the black vote is pretty much fixed McCain needs to add about ten points to his lead among white voters in the next two weeks if he's going to win the state.”

In North Carolina's US Senate race challenger Kay Hagan continues to lead incumbent Elizabeth Dole, as she has now in PPP's last seven surveys of the race. Hagan's advantage is now up to 49-42. Hagan is annihilating Dole among suburban voters, 56-38. She's also shoring up her support with the key Democratic constituency of black voters, with whom she is now ahead 84-7, and improvement from 78-12 a week ago.

PPP will release numbers for Governor and select Council of State races tomorrow.

PPP surveyed 1,200 likely voters on October 18<sup>th</sup> and 19<sup>th</sup>. 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](http://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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## 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*.....44%  
*Obama*.....51%  
*Barr*..... 2%  
*Undecided*..... 4%

**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*.....93%  
*Change Mind*..... 7%

**Q3** 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.

*Dole*.....42%  
*Hagan*.....49%  
*Cole*..... 4%  
*Undecided*..... 5%

**Q4** 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*.....26%  
*Suburban*.....31% *Small Town*.....27%

**Q5** 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*..... 5%  
*Economy and Jobs*.....61%  
*Taxes*..... 6%  
*Moral and family values*.....11%  
*Health care*..... 4%  
*Immigration*..... 3%  
*Other*..... 1%

**Q6** If you are a woman, press 1, if a man, press 2.

*Woman*.....53%  
*Man*.....47%

**Q7** 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*.....37%  
*Independent/Other*.....15%

**Q8** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White*.....75%  
*African-American*.....21%  
*Other*..... 3%





**Q9** 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%

**Q10**

252.....	11%
336.....	19%
704.....	20%
828.....	16%
910.....	16%
919.....	19%





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>President</b>					
<b>McCain</b>	44%	34%	38%	58%	44%
<b>Obama</b>	51%	63%	56%	38%	50%
<b>Barr</b>	2%	0%	3%	1%	1%
<b>Undecided</b>	4%	3%	3%	3%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Senate</b>					
<b>Dole</b>	42%	33%	36%	52%	45%
<b>Hagan</b>	49%	61%	54%	38%	46%
<b>Cole</b>	4%	1%	7%	5%	3%
<b>Undecided</b>	5%	5%	3%	6%	7%

	Base	Gender	
		Woman	Man
<b>President</b>			
<b>McCain</b>	44%	44%	44%
<b>Obama</b>	51%	52%	49%
<b>Barr</b>	2%	1%	3%
<b>Undecided</b>	4%	3%	4%

	Base	Gender	
		Woman	Man
<b>Senate</b>			
<b>Dole</b>	42%	42%	42%
<b>Hagan</b>	49%	49%	48%
<b>Cole</b>	4%	4%	5%
<b>Undecided</b>	5%	5%	5%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>President</b>				
<b>McCain</b>	44%	14%	88%	33%
<b>Obama</b>	51%	82%	9%	51%
<b>Barr</b>	2%	1%	0%	9%
<b>Undecided</b>	4%	3%	3%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Senate</b>				
<b>Dole</b>	42%	12%	83%	38%
<b>Hagan</b>	49%	81%	10%	39%
<b>Cole</b>	4%	4%	2%	12%
<b>Undecided</b>	5%	3%	4%	11%

	Base	Race		
		White	African-American	Other
<b>President</b>				
<b>McCain</b>	44%	55%	6%	32%
<b>Obama</b>	51%	39%	92%	53%
<b>Barr</b>	2%	2%	1%	7%
<b>Undecided</b>	4%	4%	1%	7%

	Base	Race		
		White	African-American	Other
<b>Senate</b>				
<b>Dole</b>	42%	52%	7%	36%
<b>Hagan</b>	49%	38%	84%	62%
<b>Cole</b>	4%	4%	5%	-
<b>Undecided</b>	5%	5%	5%	2%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>President</b>					
<b>McCain</b>	44%	35%	40%	47%	51%
<b>Obama</b>	51%	58%	53%	49%	43%
<b>Barr</b>	2%	3%	2%	1%	2%
<b>Undecided</b>	4%	4%	4%	3%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Senate</b>					
<b>Dole</b>	42%	33%	39%	45%	51%
<b>Hagan</b>	49%	55%	48%	48%	44%
<b>Cole</b>	4%	4%	8%	3%	2%
<b>Undecided</b>	5%	8%	5%	4%	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>President</b>							
<b>McCain</b>	44%	44%	45%	46%	52%	47%	31%
<b>Obama</b>	51%	48%	51%	48%	44%	47%	63%
<b>Barr</b>	2%	-	1%	2%	1%	3%	4%
<b>Undecided</b>	4%	8%	3%	5%	3%	3%	3%

	Base	Area Code					
		252	336	704	828	910	919
<b>Senate</b>							
<b>Dole</b>	42%	49%	42%	41%	50%	41%	34%
<b>Hagan</b>	49%	43%	51%	48%	39%	46%	60%
<b>Cole</b>	4%	2%	3%	7%	6%	5%	3%
<b>Undecided</b>	5%	7%	4%	4%	5%	8%	2%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>President</b>									
<b>McCain</b>	44%	50%	10%	35%	82%	89%	27%	54%	23%
<b>Obama</b>	51%	46%	82%	62%	7%	6%	66%	8%	65%
<b>Barr</b>	2%	1%	7%	1%	3%	-	2%	23%	-
<b>Undecided</b>	4%	3%	2%	3%	8%	5%	5%	15%	12%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Senate</b>									
<b>Dole</b>	42%	43%	18%	33%	84%	87%	20%	54%	16%
<b>Hagan</b>	49%	50%	73%	59%	8%	6%	64%	13%	45%
<b>Cole</b>	4%	3%	4%	4%	5%	3%	9%	27%	-
<b>Undecided</b>	5%	4%	5%	5%	3%	4%	7%	7%	39%

