

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

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

NC Races Tighten

Raleigh, N.C. – The races for President and Senate in North Carolina have tightened over the last week, although the Democratic candidates maintain the lead for both.

Barack Obama leads John McCain 49-48. The movement over the last week has come pretty much exclusively with white voters, as McCain has increased his lead with them from 55-39 to 60-36. McCain may now be pulling in the votes of more conservative Democrats in the state. He's earning 19% of the Democratic vote now compared to 14% a week ago.

Obama is still clinging to the lead by virtue of his continued advantage with independents. He has a 51-39 lead with them. Obama also has a lot of votes banked. He is up 63-36 with those who reported already voting.

“It was inevitable that North Carolina would tighten up as the McCain campaign invested more time and monetary resources here,” said Dean Debnam, President of Public Policy Polling. “The Republicans may be able to pull it out here, but the questions becomes whether that's a Pyrrhic victory if the effort necessary to win here makes it impossible for McCain to win Virginia or Colorado.”

In the US Senate race, Kay Hagan leads Elizabeth Dole for the eighth consecutive PPP poll. This week the margin is 48-45, with Libertarian Christopher Cole continuing to pull a respectable 4% of the vote. Hagan is up 50-32 with independents.

PPP will have new numbers for Governor, select Council of State races, the 8th Congressional District, and Wake County tomorrow.

PPP surveyed 1,038 likely voters on October 25th and 26th. 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.

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..... 48%
Obama..... 49%
Barr..... 1%
Undecided..... 2%

Q2 In 2004 the candidates for President were Republican George W. Bush and Democrat John Kerry. Who did you vote for that year, or did you not vote? If you voted for George W. Bush, press 1. If John Kerry, press 2. If you didn't vote, press 3.

Bush 50%
Kerry..... 44%
Didn't Vote 6%

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 45%
Hagan..... 48%
Cole 4%
Undecided..... 3%

Q4 In 2002 the candidates for US Senate were Democrat Erskine Bowles and Republican Elizabeth Dole. Who did you vote for that year, or did you not vote? If you voted for Erskine Bowles, press 1. If for Elizabeth Dole, press 2. If you didn't vote that year, press 3.

Bowles 39%
Dole 44%
Didn't Vote 17%

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 11%
Education..... 4%
Economy and Jobs 59%
Taxes..... 7%
Moral and family values 12%
Health care 4%
Immigration..... 2%
Other..... 2%





Q6 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%
Suburban..... 30%
Rural..... 25%
Small Town..... 29%

Q7 Have you already voted either at an early voting site or with an absentee ballot? If yes, press 1. If no, press 2.

Yes 33%
No..... 67%

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

Woman 51%
Man..... 49%

Q9 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..... 35%
Independent/Other..... 17%

Q10 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 76%
African-American 21%
Other..... 3%

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%

Q12

252..... 11%
336..... 22%
704..... 19%
828..... 14%
910..... 14%
919..... 20%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
President					
McCain	48%	42%	38%	57%	52%
Obama	49%	55%	58%	39%	44%
Barr	1%	1%	2%	2%	2%
Undecided	2%	2%	2%	3%	2%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
2004 Vote					
Bush	50%	38%	42%	60%	55%
Kerry	44%	52%	52%	37%	37%
Didn't Vote	6%	9%	6%	3%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Dole	45%	38%	39%	54%	47%
Hagan	48%	57%	56%	37%	44%
Cole	4%	2%	3%	7%	5%
Undecided	3%	2%	2%	3%	4%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
2002 Senate Vote					
Bowles	39%	44%	46%	34%	33%
Dole	44%	37%	38%	52%	47%
Didn't Vote	17%	19%	15%	14%	20%





Crosstabs

	Base	Already Voted	
		Yes	No
President			
McCain	48%	36%	53%
Obama	49%	63%	42%
Barr	1%	1%	2%
Undecided	2%	-	3%

	Base	Already Voted	
		Yes	No
2004 Vote			
Bush	50%	41%	54%
Kerry	44%	52%	40%
Didn't Vote	6%	7%	6%

	Base	Already Voted	
		Yes	No
Senate			
Dole	45%	35%	50%
Hagan	48%	61%	41%
Cole	4%	2%	5%
Undecided	3%	1%	4%

	Base	Already Voted	
		Yes	No
2002 Senate Vote			
Bowles	39%	44%	36%
Dole	44%	41%	46%
Didn't Vote	17%	15%	18%





Crosstabs

		Gender		
		Base	Woman	Man
President				
	McCain	48%	44%	51%
	Obama	49%	52%	45%
	Barr	1%	1%	3%
	Undecided	2%	3%	1%

		Gender		
		Base	Woman	Man
2004 Vote				
	Bush	50%	48%	51%
	Kerry	44%	46%	42%
	Didn't Vote	6%	6%	7%

		Gender		
		Base	Woman	Man
Senate				
	Dole	45%	43%	47%
	Hagan	48%	50%	45%
	Cole	4%	4%	5%
	Undecided	3%	4%	2%

		Gender		
		Base	Woman	Man
2002 Senate Vote				
	Bowles	39%	39%	39%
	Dole	44%	44%	45%
	Didn't Vote	17%	17%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
President				
McCain	48%	19%	91%	39%
Obama	49%	79%	6%	51%
Barr	1%	-	1%	6%
Undecided	2%	2%	2%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
2004 Vote				
Bush	50%	20%	94%	42%
Kerry	44%	74%	5%	41%
Didn't Vote	6%	6%	2%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Dole	45%	18%	88%	32%
Hagan	48%	76%	8%	50%
Cole	4%	3%	3%	11%
Undecided	3%	2%	2%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
2002 Senate Vote				
Bowles	39%	60%	13%	34%
Dole	44%	23%	76%	40%
Didn't Vote	17%	18%	11%	26%





Crosstabs

	Base	Race		
		White	African-American	Other
President				
McCain	48%	60%	6%	25%
Obama	49%	36%	92%	67%
Barr	1%	1%	2%	5%
Undecided	2%	3%	1%	3%

	Base	Race		
		White	African-American	Other
2004 Vote				
Bush	50%	61%	11%	27%
Kerry	44%	34%	78%	63%
Didn't Vote	6%	5%	11%	11%

	Base	Race		
		White	African-American	Other
Senate				
Dole	45%	56%	8%	28%
Hagan	48%	38%	83%	57%
Cole	4%	4%	4%	11%
Undecided	3%	2%	5%	5%

	Base	Race		
		White	African-American	Other
2002 Senate Vote				
Bowles	39%	34%	57%	33%
Dole	44%	51%	19%	33%
Didn't Vote	17%	14%	24%	34%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
McCain	48%	38%	46%	48%	59%
Obama	49%	59%	50%	49%	36%
Barr	1%	1%	2%	1%	2%
Undecided	2%	1%	2%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2004 Vote					
Bush	50%	34%	48%	53%	60%
Kerry	44%	49%	45%	45%	36%
Didn't Vote	6%	17%	7%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Dole	45%	43%	44%	42%	55%
Hagan	48%	47%	47%	54%	37%
Cole	4%	6%	5%	3%	4%
Undecided	3%	4%	4%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2002 Senate Vote					
Bowles	39%	39%	37%	43%	35%
Dole	44%	24%	43%	48%	55%
Didn't Vote	17%	37%	20%	9%	10%





Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
President								
	McCain	48%	49%	55%	51%	50%	48%	34%
	Obama	49%	46%	41%	45%	45%	51%	63%
	Barr	1%	2%	2%	1%	2%	-	2%
	Undecided	2%	3%	3%	2%	3%	1%	1%

		Area Code						
		Base	252	336	704	828	910	919
2004 Vote								
	Bush	50%	54%	57%	48%	55%	45%	40%
	Kerry	44%	41%	37%	48%	41%	43%	52%
	Didn't Vote	6%	5%	6%	4%	4%	12%	7%

		Area Code						
		Base	252	336	704	828	910	919
Senate								
	Dole	45%	44%	49%	49%	51%	41%	37%
	Hagan	48%	47%	43%	45%	45%	53%	54%
	Cole	4%	4%	7%	4%	2%	4%	4%
	Undecided	3%	5%	1%	2%	2%	3%	5%

		Area Code						
		Base	252	336	704	828	910	919
2002 Senate Vote								
	Bowles	39%	35%	41%	38%	36%	37%	43%
	Dole	44%	48%	44%	49%	49%	43%	36%
	Didn't Vote	17%	17%	15%	14%	15%	20%	21%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
McCain	48%	44%	32%	36%	89%	91%	16%	90%	54%
Obama	49%	48%	60%	62%	5%	6%	76%	5%	41%
Barr	1%	4%	-	1%	7%	1%	2%	-	4%
Undecided	2%	4%	7%	1%	-	3%	6%	5%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
2004 Vote									
Bush	50%	47%	40%	40%	81%	89%	21%	79%	35%
Kerry	44%	45%	48%	54%	9%	7%	65%	15%	61%
Didn't Vote	6%	8%	12%	5%	9%	4%	14%	5%	4%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Dole	45%	38%	32%	34%	85%	90%	14%	59%	43%
Hagan	48%	48%	62%	61%	3%	7%	71%	15%	37%
Cole	4%	9%	4%	3%	8%	2%	2%	21%	15%
Undecided	3%	6%	2%	2%	4%	2%	12%	5%	5%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
2002 Senate Vote									
Bowles	39%	42%	34%	47%	14%	15%	47%	15%	35%
Dole	44%	37%	46%	37%	72%	71%	26%	79%	39%
Didn't Vote	17%	21%	20%	16%	14%	14%	27%	5%	26%

