

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

McCain, Obama in NC holding pattern

Raleigh, N.C. – John McCain and Barack Obama continue to be locked in a tight race in North Carolina, the newest survey from Public Policy Polling shows.

McCain leads with 47% to Obama's 44%. Libertarian Bob Barr holds 3% of the vote. Every public poll conducted since Hillary Clinton dropped out of the race has shown the contest within five points in North Carolina.

Obama leads 53-38 among respondents most concerned with the economy, and 58-32 with those whose top issue is the war.

“The bigger an issue the economy is for voters the better Barack Obama is going to do,” said Dean Debnam, President of Public Policy Polling. “If North Carolina voters choose on immigration or moral and family values, John McCain is going to win a big victory here. But if voters increasingly put the economy foremost when deciding who to vote for, Democrats are going to have the best shot they've had in quite a long time.”

Obama leads 82-8 among black voters, but trails 57-34 with whites.

The race for US Senate has tightened since last month, with Elizabeth Dole now leading Kay Hagan 49-40 after holding a 14 point lead in PPP's previous survey.

“Elizabeth Dole got a bump when she went on the air in late May, but that has largely dissipated,” said Debnam. “With the news in the last week that the DSCC plans to make a considerable expenditure on Hagan's behalf, this race could end up being closer than previously anticipated.”

PPP surveyed 823 likely voters from July 23rd to 27th. The survey's margin of error is +/-3.4%. 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 Libertarian Bob Barr, Republican John McCain, and Democrat Barack Obama. If the election was today, who would you vote for? If Bob Barr, press 1. If John McCain, press 2. If Barack Obama, press 3. If you're undecided, press 4.

<i>Barr</i>	3%
<i>McCain</i>	47%
<i>Obama</i>	44%
<i>Undecided</i>	6%

Q2 The candidates for US Senate are Libertarian Christopher Cole, Republican Elizabeth Dole, and Democrat Kay Hagan. If the election was today, who would you vote for? If Christopher Cole, press 1. If Elizabeth Dole, press 2. If Kay Hagan, press 3. If you're undecided, press 4.

<i>Cole</i>	4%
<i>Dole</i>	49%
<i>Hagan</i>	40%
<i>Undecided</i>	7%

Q3 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>	18%
<i>Education</i>	6%
<i>Economy and Jobs</i>	47%
<i>Taxes</i>	5%
<i>Moral and family values</i>	12%
<i>Health care</i>	5%
<i>Immigration</i>	6%
<i>Other</i>	2%

Q4 If you are a woman, press 1, if a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q5 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>	46%
<i>Republican</i>	38%
<i>Independent/Other</i>	16%

Q6 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%





Q7 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>	13%
<i>30 to 45</i>	32%
<i>46 to 65</i>	38%
<i>Older than 65</i>	17%





Crosstabs

	Base	Gender	
		Woman	Man
President			
Barr	3%	3%	4%
McCain	47%	44%	50%
Obama	44%	47%	41%
Undecided	6%	7%	5%

	Base	Gender	
		Woman	Man
Senate			
Cole	4%	3%	5%
Dole	49%	46%	52%
Hagan	40%	41%	39%
Undecided	7%	10%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
President				
Barr	3%	4%	2%	4%
McCain	47%	16%	85%	44%
Obama	44%	76%	8%	39%
Undecided	6%	5%	4%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Cole	4%	2%	4%	8%
Dole	49%	21%	84%	44%
Hagan	40%	70%	7%	36%
Undecided	7%	8%	5%	12%





Crosstabs

	Base	Race		
		White	African-American	Other
President				
Barr	3%	3%	5%	2%
McCain	47%	57%	8%	39%
Obama	44%	34%	82%	45%
Undecided	6%	6%	5%	14%

	Base	Race		
		White	African-American	Other
Senate				
Cole	4%	4%	2%	5%
Dole	49%	55%	25%	48%
Hagan	40%	35%	63%	30%
Undecided	7%	6%	10%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
Barr	3%	3%	3%	3%	3%
McCain	47%	41%	49%	42%	58%
Obama	44%	54%	43%	48%	31%
Undecided	6%	1%	5%	7%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Cole	4%	6%	3%	3%	5%
Dole	49%	47%	53%	42%	57%
Hagan	40%	34%	36%	49%	33%
Undecided	7%	12%	8%	6%	5%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
President							
Barr	3%	1%	2%	3%	3%	5%	4%
McCain	47%	47%	46%	52%	47%	52%	39%
Obama	44%	48%	48%	36%	44%	34%	51%
Undecided	6%	4%	4%	8%	5%	9%	5%

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Cole	4%	2%	1%	5%	6%	2%	5%
Dole	49%	54%	46%	55%	50%	52%	41%
Hagan	40%	35%	47%	32%	37%	39%	46%
Undecided	7%	9%	5%	8%	7%	7%	9%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
Barr	3%	4%	-	4%	11%	-	2%	2%	-
McCain	47%	32%	25%	38%	84%	88%	24%	91%	24%
Obama	44%	58%	66%	53%	5%	6%	64%	7%	51%
Undecided	6%	6%	9%	6%	-	6%	10%	-	24%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Cole	4%	4%	2%	4%	8%	2%	2%	4%	7%
Dole	49%	37%	30%	42%	73%	88%	27%	78%	35%
Hagan	40%	54%	56%	45%	14%	6%	66%	13%	45%
Undecided	7%	5%	13%	9%	4%	4%	5%	6%	13%

