

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

Hagan takes small lead

Raleigh, N.C. – Aided by an extensive ad campaign from the Democratic Senatorial Campaign Committee against Elizabeth Dole, Kay Hagan has taken a 42-39 lead in North Carolina's US Senate race.

There's not much doubt where the movement is coming from. 69% of voters surveyed said they had been the ads about Dole's low effectiveness ranking and among those folks Hagan has a 45-39 lead. Dole is up 45-34 with the voters who have not seen it.

"The DSCC has made it clear this is a race they're targeting and so far their efforts are paying off," said Dean Debnam, President of Public Policy Polling. "Elizabeth Dole has a lot of money and will certainly respond in the next ten weeks but this contest has clearly moved itself into the toss up category."

Hagan's strong performance comes despite leading only 61-14 with black voters at this point, something that is almost sure to improve between now and election day.

The Presidential race in the state remains close with John McCain holding the same three point lead in the poll that he did last month. He has 45% to 42% for Barack Obama and 4% for Bob Barr.

Obama's biggest hindrance to success is a continuing problem reeling in the support of Democratic voters. Right now he is at just 69% with respondents who identify with his party, a number that will have to improve if he is to be successful here in November.

PPP surveyed 904 likely voters from August 20th to 23rd. The survey's margin of error is +/-3.3%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

PPP will release numbers for Governor and the other state offices tomorrow.

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>	4%
<i>McCain</i>	45%
<i>Obama</i>	42%
<i>Undecided</i>	8%

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.

<i>Firmly Committed</i>	89%
<i>Could Change Mind</i>	11%

Q3 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>	5%
<i>Dole</i>	39%
<i>Hagan</i>	42%
<i>Undecided</i>	13%

Q4 Have you seen the television ads about how an independent group ranked Elizabeth Dole 93rd in the US Senate for effectiveness? If yes, press 1. If no, press 2. If you're not sure, press 3.

<i>Yes</i>	69%
<i>No</i>	25%
<i>Not Sure</i>	6%

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.

<i>War in Iraq</i>	17%
<i>Education</i>	7%
<i>Economy and Jobs</i>	48%
<i>Taxes</i>	6%
<i>Moral and family values</i>	11%
<i>Health care</i>	5%
<i>Immigration</i>	4%
<i>Other</i>	1%

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

<i>Woman</i>	55%
<i>Man</i>	45%

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.

<i>Democrat</i>	50%
<i>Republican</i>	35%
<i>Independent/Other</i>	14%

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

<i>White</i>	75%
<i>African-American</i>	21%
<i>Other</i>	4%





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.

<i>18 to 29</i>	13%
<i>30 to 45</i>	31%
<i>46 to 65</i>	40%
<i>Older than 65</i>	16%





Crosstabs

	Base	Change Mind	
		Firmly Committed	Could Change Mind
President			
Barr	5%	4%	11%
McCain	49%	49%	49%
Obama	46%	47%	39%

	Base	Gender	
		Woman	Man
President			
Barr	4%	2%	7%
McCain	45%	43%	48%
Obama	42%	46%	38%
Undecided	8%	9%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
President				
Barr	4%	5%	1%	10%
McCain	45%	19%	86%	37%
Obama	42%	69%	6%	37%
Undecided	8%	7%	7%	16%

	Base	Race		
		White	African-American	Other
President				
Barr	4%	4%	6%	11%
McCain	45%	57%	8%	26%
Obama	42%	30%	84%	51%
Undecided	8%	10%	2%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
Barr	4%	6%	4%	4%	6%
McCain	45%	38%	44%	46%	52%
Obama	42%	47%	46%	43%	32%
Undecided	8%	8%	7%	8%	10%

	Base	Area Code					
		252	336	704	828	910	919
President							
Barr	4%	5%	3%	4%	7%	1%	7%
McCain	45%	42%	46%	47%	47%	47%	43%
Obama	42%	45%	41%	41%	37%	41%	46%
Undecided	8%	8%	10%	8%	9%	10%	4%





Crosstabs

	Base	DSCC Ads		
		Yes	No	Not Sure
Senate				
Cole	5%	5%	7%	3%
Dole	39%	39%	45%	27%
Hagan	42%	45%	34%	42%
Undecided	13%	11%	15%	28%

	Base	Gender	
		Woman	Man
Senate			
Cole	5%	2%	9%
Dole	39%	37%	42%
Hagan	42%	45%	39%
Undecided	13%	15%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Cole	5%	4%	5%	13%
Dole	39%	17%	75%	31%
Hagan	42%	67%	8%	38%
Undecided	13%	12%	12%	18%

	Base	Race		
		White	African-American	Other
Senate				
Cole	5%	5%	6%	13%
Dole	39%	47%	14%	28%
Hagan	42%	37%	61%	38%
Undecided	13%	11%	19%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Cole	5%	4%	7%	5%	4%
Dole	39%	37%	39%	39%	43%
Hagan	42%	36%	41%	45%	42%
Undecided	13%	23%	13%	11%	10%

	Base	Area Code					
		252	336	704	828	910	919
Senate							
Cole	5%	3%	4%	6%	7%	6%	7%
Dole	39%	35%	39%	45%	37%	37%	40%
Hagan	42%	39%	45%	41%	46%	40%	42%
Undecided	13%	23%	12%	8%	10%	17%	11%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
Barr	4%	3%	6%	3%	13%	1%	7%	9%	17%
McCain	45%	36%	26%	38%	76%	90%	24%	59%	51%
Obama	42%	57%	62%	49%	10%	5%	58%	16%	17%
Undecided	8%	4%	7%	10%	2%	5%	11%	16%	16%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Cole	5%	8%	-	4%	16%	4%	6%	9%	8%
Dole	39%	30%	38%	30%	69%	76%	24%	68%	42%
Hagan	42%	51%	47%	51%	3%	10%	62%	16%	25%
Undecided	13%	10%	15%	15%	11%	10%	9%	7%	24%

