



FOR IMMEDIATE RELEASE

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Obama takes lead, Hagan expands it in NC

Raleigh, N.C. – With concern about the economy even higher than it was the week before, Barack Obama has taken a small lead in North Carolina, the newest survey from Public Policy Polling finds.

Obama leads John McCain 47-45. Last week the two were tied. In the previous survey the economic polled as the biggest issue for 58% of North Carolinians, a new record. This week that figure increased to 64%. Obama has a 55-38 advantage with voters who name the economy as their top concern.

The financial crisis is having a similar effect in the state's US Senate race. Kay Hagan is now out to her biggest lead yet at 46-38. She led by 5 a week ago.

“Things are getting out of control for Republicans in North Carolina pretty fast,” said Dean Debnam, President of Public Policy Polling. “They have to somehow shift the conversation back to the issues that voters trust them more on, because if this continues to be an election about the economy Democrats are going to win.”

A year ago a PPP survey showed 14% of North Carolinians listing immigration as their biggest concern. Now just 2% do.

Obama is earning 36% of the white vote with 6% remaining undecided. He is likely to win the state if he can crack 35% with that demographic.

PPP will have new numbers for Governor, Lieutenant Governor, Attorney General, and Superintendent tomorrow.

PPP surveyed 1,041 likely voters on September 28th and 29th. The survey's margin of error is +/-3.0%. 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 Tom Jensen at 919-744-6312.

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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.

Barr 3%
McCain..... 45%
Obama..... 47%
Undecided..... 5%

Q2 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely 31%
Less Likely..... 28%
No Difference..... 41%

Q3 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely 38%
Less Likely..... 41%
No Difference..... 21%

Q4 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.

Cole 6%
Dole 38%
Hagan 46%
Undecided..... 10%

Q5 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*.....28%
Suburban30% *Small Town*.....27%

Q6 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 10%
Education..... 5%
Economy and Jobs 64%
Taxes..... 6%
Moral and family values 9%
Health care 3%
Immigration..... 2%
Other..... 2%





Q7 If you are a woman, press 1, if a man, press 2.
Woman 51%
Man..... 49%

Q8 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..... 34%
Independent/Other..... 18%

Q9 If you are white, press one now. If you are African-American, press two now. If other, press 3.
White 77%
African-American 20%
Other..... 3%

Q10 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..... 17%
30 to 45..... 29%
46 to 65..... 38%
Older than 65..... 17%

Q11
252..... 13%
336..... 21%
704..... 18%
828..... 14%
910..... 15%
919..... 19%





Crosstabs

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
President					
Barr	3%	8%	2%	3%	1%
McCain	45%	33%	38%	58%	46%
Obama	47%	56%	55%	36%	46%
Undecided	5%	3%	5%	3%	7%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Choice					
More Likely	31%	40%	35%	20%	31%
Less Likely	28%	24%	23%	36%	27%
No Difference	41%	35%	42%	44%	42%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Choice					
More Likely	38%	33%	33%	47%	38%
Less Likely	41%	52%	49%	27%	39%
No Difference	21%	15%	17%	26%	23%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Cole	6%	8%	6%	7%	5%
Dole	38%	29%	33%	49%	39%
Hagan	46%	58%	50%	35%	46%
Undecided	10%	5%	11%	10%	10%





Crosstabs

	Base	Gender	
		Woman	Man
President			
Barr	3%	3%	3%
McCain	45%	42%	48%
Obama	47%	49%	46%
Undecided	5%	6%	3%

	Base	Gender	
		Woman	Man
Biden Choice			
More Likely	31%	32%	29%
Less Likely	28%	24%	32%
No Difference	41%	45%	38%

	Base	Gender	
		Woman	Man
Palin Choice			
More Likely	38%	35%	42%
Less Likely	41%	43%	39%
No Difference	21%	22%	20%

	Base	Gender	
		Woman	Man
Senate			
Cole	6%	4%	8%
Dole	38%	35%	42%
Hagan	46%	51%	41%
Undecided	10%	10%	9%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
President				
Barr	3%	3%	2%	5%
McCain	45%	18%	87%	37%
Obama	47%	74%	9%	48%
Undecided	5%	5%	3%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Biden Choice				
More Likely	31%	47%	10%	26%
Less Likely	28%	16%	44%	28%
No Difference	41%	37%	45%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
Palin Choice				
More Likely	38%	19%	67%	36%
Less Likely	41%	60%	11%	46%
No Difference	21%	22%	22%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Senate				
Cole	6%	5%	6%	9%
Dole	38%	16%	76%	28%
Hagan	46%	73%	9%	42%
Undecided	10%	6%	9%	21%





Crosstabs

	Base	Race		
		White	African-American	Other
President				
Barr	3%	3%	2%	10%
McCain	45%	56%	5%	35%
Obama	47%	36%	91%	52%
Undecided	5%	6%	3%	3%

	Base	Race		
		White	African-American	Other
Biden Choice				
More Likely	31%	25%	51%	28%
Less Likely	28%	33%	7%	27%
No Difference	41%	41%	42%	45%

	Base	Race		
		White	African-American	Other
Palin Choice				
More Likely	38%	46%	8%	39%
Less Likely	41%	35%	64%	41%
No Difference	21%	19%	27%	20%

	Base	Race		
		White	African-American	Other
Senate				
Cole	6%	6%	5%	10%
Dole	38%	47%	6%	32%
Hagan	46%	38%	79%	43%
Undecided	10%	9%	10%	15%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
President					
Barr	3%	3%	2%	3%	4%
McCain	45%	39%	43%	46%	51%
Obama	47%	52%	51%	47%	37%
Undecided	5%	6%	4%	4%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Choice					
More Likely	31%	27%	28%	31%	36%
Less Likely	28%	29%	24%	27%	34%
No Difference	41%	43%	47%	41%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Choice					
More Likely	38%	36%	34%	39%	47%
Less Likely	41%	44%	44%	41%	31%
No Difference	21%	19%	23%	20%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Cole	6%	7%	6%	5%	9%
Dole	38%	32%	36%	40%	45%
Hagan	46%	47%	47%	47%	42%
Undecided	10%	14%	12%	8%	4%





Crosstabs

		Area Code						
		Base	252	336	704	828	910	919
President								
	Barr	3%	2%	5%	2%	2%	3%	2%
	McCain	45%	48%	46%	44%	48%	48%	38%
	Obama	47%	44%	44%	49%	46%	46%	54%
	Undecided	5%	6%	6%	4%	4%	4%	6%

		Area Code						
		Base	252	336	704	828	910	919
Biden Choice								
	More Likely	31%	36%	31%	30%	25%	24%	36%
	Less Likely	28%	27%	29%	25%	36%	33%	20%
	No Difference	41%	37%	40%	45%	39%	43%	44%

		Area Code						
		Base	252	336	704	828	910	919
Palin Choice								
	More Likely	38%	41%	38%	40%	37%	42%	33%
	Less Likely	41%	41%	42%	42%	35%	35%	47%
	No Difference	21%	18%	20%	18%	28%	22%	20%

		Area Code						
		Base	252	336	704	828	910	919
Senate								
	Cole	6%	4%	8%	6%	5%	7%	6%
	Dole	38%	40%	42%	39%	42%	38%	30%
	Hagan	46%	45%	41%	45%	46%	47%	53%
	Undecided	10%	11%	10%	10%	7%	8%	11%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
Barr	3%	5%	8%	2%	7%	2%	5%	6%	-
McCain	45%	42%	19%	38%	72%	86%	16%	94%	47%
Obama	47%	49%	66%	55%	12%	9%	73%	-	39%
Undecided	5%	4%	8%	5%	8%	4%	5%	-	14%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Biden Choice									
More Likely	31%	43%	29%	34%	15%	10%	50%	2%	25%
Less Likely	28%	26%	22%	25%	37%	49%	20%	48%	-
No Difference	41%	31%	49%	41%	49%	41%	30%	50%	75%





Crosstabs

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Palin Choice									
More Likely	38%	37%	31%	33%	61%	66%	28%	66%	25%
Less Likely	41%	46%	51%	47%	15%	13%	53%	11%	20%
No Difference	21%	16%	18%	21%	25%	21%	19%	23%	55%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
Senate									
Cole	6%	12%	9%	5%	9%	3%	-	16%	10%
Dole	38%	32%	27%	32%	60%	81%	20%	66%	38%
Hagan	46%	48%	49%	55%	12%	10%	61%	18%	24%
Undecided	10%	8%	15%	8%	19%	6%	19%	-	28%

