

**FOR IMMEDIATE RELEASE**

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

## **Concern over economy pushes Obama into NC tie**

**Raleigh, N.C.** – With concern over the economy at an all time high, Barack Obama has pulled into a tie with John McCain in North Carolina for the first time in a Public Policy Polling survey. Each candidate has 46%, with Libertarian Bob Barr picking up 5%.

There isn't much doubt what's driving this increased level of competitiveness. The numbers of voters in the state listing the economy as their biggest issue has hovered around 50% for most of the year but with the increased turmoil in the last week that number has now jumped to 58%. Barack Obama has a 24 point lead with those voters.

“The more voters are concerned about the economy instead of things like immigration, taxes, and social issues the better Democrats are going to do in North Carolina,” said Dean Debnam, President of Public Policy Polling. “That’s the direction the election is headed right now and if it remains on that course the state is going to be extremely competitive.”

National polls have shown Barack Obama gaining anywhere from 3 to 9 points in the last week so this 4 point shift in Obama’s direction since last week in North Carolina fits into that framework.

In the state’s Senate race, Kay Hagan is out to her biggest lead yet. She now leads 46-41 over Elizabeth Dole. The economy is driving her success as well. She has a 57-30 among voters who state it as their top concern.

PPP will release polls in New Mexico and Colorado this week, as well as new numbers in North Carolina’s gubernatorial race.

PPP surveyed 1,060 likely voters from September 17<sup>th</sup> to 19<sup>th</sup>. 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](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 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*..... 5%  
*McCain*..... 46%  
*Obama*..... 46%  
*Undecided*..... 4%

**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.

*Cole*..... 6%  
*Dole*..... 41%  
*Hagan*..... 46%  
*Undecided*..... 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.

*War in Iraq*..... 11%  
*Education*..... 5%  
*Economy and Jobs* ..... 58%  
*Taxes*..... 6%  
*Moral and family values* ..... 10%  
*Health care* ..... 4%  
*Immigration*..... 4%  
*Other*..... 2%



**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%  
*Suburban*..... 32%  
*Rural*..... 25%  
*Small Town*..... 27%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 55%  
*Man*..... 45%

**Q6** 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* ..... 49%  
*Republican*..... 35%  
*Independent/Other*..... 16%

**Q7** 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%

**Q8** 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*..... 15%  
*30 to 45*..... 28%  
*46 to 65*..... 39%  
*Older than 65*..... 18%

**Q9**

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





**Crosstabs**

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>President</b>					
<b>Barr</b>	5%	7%	3%	4%	6%
<b>McCain</b>	46%	36%	40%	62%	44%
<b>Obama</b>	46%	55%	54%	30%	46%
<b>Undecided</b>	4%	2%	4%	4%	4%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Senate</b>					
<b>Cole</b>	6%	5%	7%	5%	6%
<b>Dole</b>	41%	36%	36%	55%	38%
<b>Hagan</b>	46%	51%	53%	32%	48%
<b>Undecided</b>	7%	8%	5%	8%	7%

	Base	Gender	
		Woman	Man
<b>President</b>			
<b>Barr</b>	5%	4%	5%
<b>McCain</b>	46%	43%	50%
<b>Obama</b>	46%	49%	41%
<b>Undecided</b>	4%	3%	4%

	Base	Gender	
		Woman	Man
<b>Senate</b>			
<b>Cole</b>	6%	6%	7%
<b>Dole</b>	41%	38%	45%
<b>Hagan</b>	46%	50%	42%
<b>Undecided</b>	7%	7%	7%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>President</b>				
<b>Barr</b>	5%	4%	4%	8%
<b>McCain</b>	46%	18%	87%	39%
<b>Obama</b>	46%	76%	6%	42%
<b>Undecided</b>	4%	2%	3%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Senate</b>				
<b>Cole</b>	6%	5%	4%	13%
<b>Dole</b>	41%	15%	82%	31%
<b>Hagan</b>	46%	74%	10%	40%
<b>Undecided</b>	7%	5%	5%	17%

	Base	Race		
		White	African-American	Other
<b>President</b>				
<b>Barr</b>	5%	5%	3%	6%
<b>McCain</b>	46%	58%	4%	37%
<b>Obama</b>	46%	33%	90%	49%
<b>Undecided</b>	4%	4%	3%	8%

	Base	Race		
		White	African-American	Other
<b>Senate</b>				
<b>Cole</b>	6%	6%	4%	22%
<b>Dole</b>	41%	50%	11%	33%
<b>Hagan</b>	46%	37%	79%	36%
<b>Undecided</b>	7%	7%	6%	8%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>President</b>					
<b>Barr</b>	5%	7%	3%	4%	6%
<b>McCain</b>	46%	38%	43%	50%	50%
<b>Obama</b>	46%	54%	50%	42%	38%
<b>Undecided</b>	4%	-	4%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Senate</b>					
<b>Cole</b>	6%	10%	7%	4%	7%
<b>Dole</b>	41%	36%	38%	44%	45%
<b>Hagan</b>	46%	46%	45%	47%	44%
<b>Undecided</b>	7%	7%	10%	5%	4%

	Base	Region					
		252	336	704	828	910	919
<b>President</b>							
<b>Barr</b>	5%	5%	3%	5%	8%	7%	2%
<b>McCain</b>	46%	45%	48%	49%	47%	49%	39%
<b>Obama</b>	46%	48%	44%	43%	40%	42%	56%
<b>Undecided</b>	4%	3%	5%	3%	5%	2%	3%

	Base	Region					
		252	336	704	828	910	919
<b>Senate</b>							
<b>Cole</b>	6%	6%	5%	7%	8%	6%	5%
<b>Dole</b>	41%	40%	45%	43%	41%	42%	37%
<b>Hagan</b>	46%	45%	44%	43%	41%	47%	54%
<b>Undecided</b>	7%	8%	6%	8%	9%	5%	4%





**Crosstabs**

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>President</b>									
<b>Barr</b>	5%	5%	3%	4%	5%	1%	13%	10%	10%
<b>McCain</b>	46%	49%	38%	34%	86%	88%	32%	78%	37%
<b>Obama</b>	46%	45%	49%	58%	9%	9%	54%	8%	40%
<b>Undecided</b>	4%	1%	11%	4%	-	3%	2%	4%	13%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and family values	Health care	Immigration	Other
<b>Senate</b>									
<b>Cole</b>	6%	5%	11%	5%	13%	6%	3%	9%	6%
<b>Dole</b>	41%	45%	34%	30%	74%	81%	28%	70%	36%
<b>Hagan</b>	46%	44%	46%	57%	11%	10%	61%	14%	44%
<b>Undecided</b>	7%	6%	9%	7%	3%	4%	7%	7%	14%

