

Memorandum

To: Mark Stephens
From: Jan R. van Lohuizen
Date: 9/18/07
Re: Survey results

As you know we conducted a survey in North Carolina last week. Specifically we conducted 500 interviews on 9/11 and 9/12. The margin of error associated with the results is +/- 4.4%. The results show the following:

- ✓ 64% of the voters approved of the job Senator Dole is doing, while only 24% disapprove.
- ✓ Compared to our June survey, job approval increased by 3%, while the number of people who disapprove dropped by 3% as well.
- ✓ Name id improved by even larger margins. At this time 64% of the voters have a favorable impression of Senator Dole, while only 23% have an unfavorable impression. This represents a substantial 13 point net shift compared to June, when 59% approved and 31% disapproved.

Support for Senator Dole is broad based. She receives net positive approval ratings from all voter groups and regions of the state; this includes age, income and other demographic characteristics. Even in today's polarized environment, Senator Dole gets net positive ratings from the Democrats in our sample.