

June 17, 2008

To: Interested Parties

Fr: John Anzalone / Jeff Liszt / Marc Silverman

Re: Summary of Polling Results in North Carolina CD-08

Democratic challenger Larry Kissell now leads incumbent Congressman Robin Hayes in the race for Congress. After beating Kissell by only 329 votes in 2006, Hayes now trails his Democratic opponent. Just as troubling for Hayes is the difficult political environment he faces as a Republican: two-thirds of voters believe the country is moving in the wrong direction, voters prefer a Democratic candidate on the generic ballot, and an overwhelming majority give Republicans in Congress an unfavorable rating.

Current Vote

- In a head-to-head match-up, Kissell leads Hayes by two points (45% Kissell / 43% Hayes).

Support Measures

- North Carolina's 8th Congressional district continues to trend Democratic. Democrats now have a 17-point advantage over Republicans on the generic ballot (49% Democrat / 32% Republican), a total gain of eight points for Democrats since May 2007 (42% Democratic / 33% Republican).
- Nearly one-third (32%) of voters give Hayes a negative job rating while only 50% give him a positive job rating, well below the crucial 2-to-1 ratio considered safe for incumbents.
- Hayes is facing an electorate looking for change, with almost as many voters preferring someone new as those who want to re-elect him (39% someone new / 43% re-elect).

Political Environment

- Hayes continues to be hurt by the harsh political environment facing national Republicans. Over two-thirds (68%) of voters believe the country is moving in the wrong direction, while 63% of voters give Republicans in Congress an unfavorable rating, including 33% who give them a *very unfavorable* rating.
- On the other hand, being a Democrat is helping Kissell. Barack Obama leads John McCain by 13 points (50% Obama / 37% McCain) and a majority (55%) of voters give the Democrats in Congress a favorable rating.

Anzalone Liszt Research conducted N=600 telephone interviews with likely 2008 general election voters in North Carolina CD-08. Interviews were conducted between June 8-14, 2008. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error for these results is $\pm 4.0\%$ with a 95% confidence level.