

March 22, 2012

To: Interested Parties

Fr: Zac McCrary / John Anzalone

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

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New polling shows that despite facing a dramatically reconfigured district, Congressman Larry Kissell is leading his likely opponents by double-digits and shows considerable potential to further expand his support. Though a plurality districtwide indicate they are generally more likely to support Republican candidates (43%) for federal office than Democrats (36%), Kissell's initial lead is built on majorities identifying him as honest, ethical, and focused on creating new jobs. Given sufficient resources to introduce himself to the 8<sup>th</sup> District's new voters and defend himself from inevitable Republican attacks, Larry Kissell certainly has a real path toward a successful re-election.

**Larry Kissell currently leads each of the Republicans tested by double digits, and shows room for expansion as voters in the new parts of the district learn about him.**

- Kissell currently leads each of the three Republicans tested (Hudson / Steen / Whitley) by double digits. Specifically, Kissell leads perceived Republican frontrunner Richard Hudson 46% to 36%.
- Kissell is currently taking roughly 70% of the vote among minorities – a solid showing given the new territory Kissell now represents. However, assuming minorities break for Kissell at a level of 90% (which is consistent with his previous races), an additional 5 points could be added to Kissell's total - pushing his vote share to 51%.
- Given that a little over half of the current district (55%) was represented by Kissell under the previous lines, he has more expansion potential than most incumbents would in a traditional election year. In fact, when voters hear equal amounts of positive information about both Kissell and Hudson, the Kissell lead expands (52% Kissell / 37% Hudson) and he crosses the critical 50% support mark. Even in this dynamic, another 3-4 points are available to Kissell purely through solidification of minority voters.

**Kissell also shows solid branding on critical issues. Majorities view Kissell as honest, as focused on improving the local economy, and as a moderate.**

- Majorities districtwide already agree that Kissell is “honest and ethical” and “is focused on creating and protecting jobs. Districtwide 20%+ respond “Don't Know” to both of these statements, including at least 20% of minorities and self-identified Democrats – groups that will be expected to ultimately break for Kissell by overwhelming margins.
  - *Larry Kissell is honest and ethical.*
    - 54% Agree / 20% Disagree / 26% Don't Know
  - *Larry Kissell is focused on creating and protecting jobs for our area.*
    - 51% Agree / 28% Disagree / 21% Don't Know
- Similarly, a majority districtwide (53%) identify Kissell as a “moderate” (42%) or “conservative” (11%) – including a majority of swing, self-identified Independent voters.

Anzalone Liszt Research conducted N=500 live telephone interviews with likely 2012 General Election voters in NC CD-08. Interviews were conducted between March 15-20, 2012. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error is ±4.4% with a 95% confidence level.