



# Memorandum

To: Dole for Senate Campaign  
From: Jan van Lohuizen / Brenda Wigger  
Date: Mar. 13, 2007  
Re: Feb. 28 through March 5 Poll Results

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The following summarizes a statewide North Carolina poll of 602 registered voters. Voters were contacted for participation at random from Thursday, February 28<sup>th</sup> through Monday, March 5<sup>th</sup>, 2007. The margin of error on these results is  $\pm 4\%$ .

## **Summary**

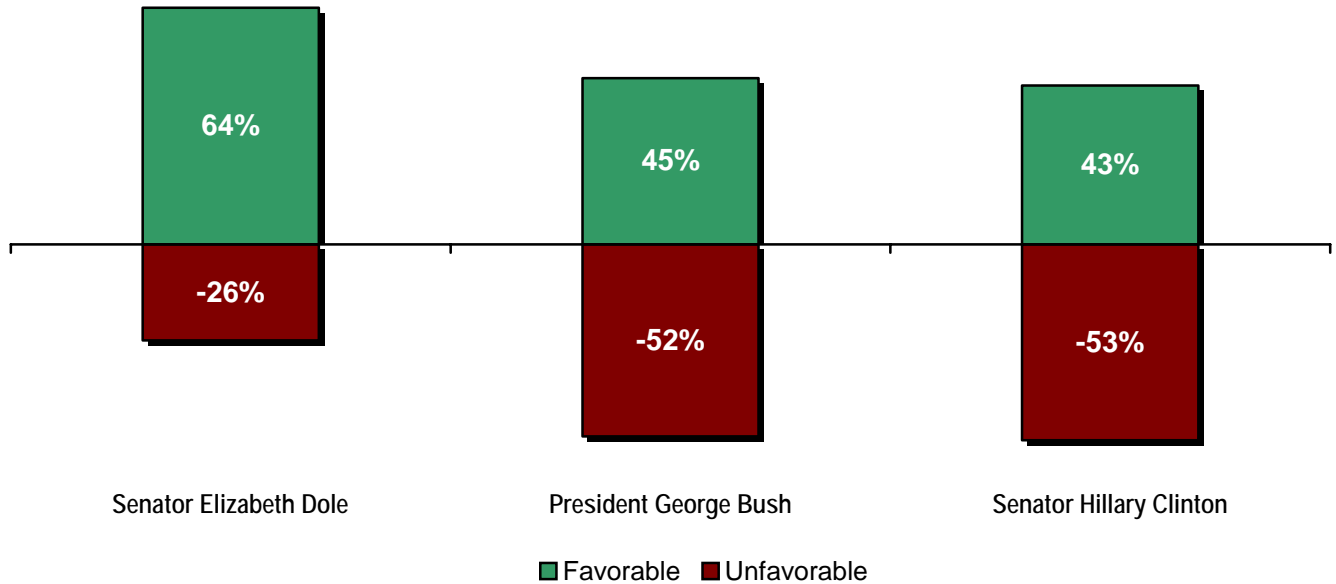
- √ Senator Dole remains very popular with North Carolina voters—63% approve of the job she's doing and 64% have a favorable impression of her.
  - Elizabeth Dole: 64% Favorable; 26% Unfavorable
  - Elizabeth Dole Job Approval: 63% Approve; 25% Disapprove
- √ Senator Dole's numbers are strong and independent of a difficult national political environment focused on Iraq. Elizabeth Dole is well positioned for her re-election campaign.
- √ The Democrats have significant challenges in the approaching 2008 elections.
  - Leading Presidential candidate, Hillary Clinton, has a negative net image of -10 and is unfavorable with 53% of North Carolina voters.
  - The Democrat-led state government is viewed as having corruption problems by 87% of voters.

## **State of Play in NC**

North Carolina voters are in an uneasy position with regards to their state and the country. Just 34% say things in North Carolina are headed in the "right direction" compared with 45% that believe things are on the "wrong track". Reinforcing these numbers, just 45% of North Carolina voters have a favorable impression of President Bush.

Despite this difficult political environment, voters are standing solidly behind Senator Elizabeth Dole. She maintains a very high job approval of 63%, and 64% of voters hold a favorable impression of her.

## Impression of Elected Officials



Showing the broad appeal of Senator Dole, both conservative and moderate voters have a favorable impression of her (60%+). In addition, 67% of men and 61% of women have a favorable opinion of Senator Dole. Even Democrats have a favorable impression of Dole by a margin of 10 points. Senator Dole is seen as someone who reflects the values of North Carolina voters (63% agree) and has been effective in getting things done (57% agree).

Overall, despite a focus on Iraq and a Republican president losing popularity in North Carolina, Elizabeth Dole's numbers remain strong and independent of those factors.

### ***The Democrats***

Democrats have their own problems in North Carolina. As charted above, Hillary Clinton—the likely Democratic presidential nominee—has a net image of -10 and a majority (53%) of North Carolina voters view her unfavorably. In addition, the Democrat-controlled state government is viewed as corrupt by an overwhelming majority of voters (87%). Forty-eight percent (48%) of North Carolina voters say corruption in state government is a “major” problem, followed by 39% who say it's a “minor” problem. Just 6% say corruption in state government is not a problem.

This unfavorable view of the likely top of the Democratic ticket, coupled with a Democrat-led state government viewed as corrupt, creates serious challenges for Democrat candidates in 2008.