
May 16, 2006

To: Interested Parties

Fr: John Anzalone / Marc Silverman

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

Recent polling in North Carolina's 8th Congressional district confirms that Congressman Robin Hayes is vulnerable. It is clear that Hayes has been weakened by his two votes in favor of CAFTA and "fast track" free-trade legislation that are widely seen as hurting the local economy. Hayes is under 50% on the current vote and re-elect measure, and his negative job rating is high for an incumbent. Voters are unhappy with the direction of the country, and President Bush and Congressional Republicans, like Hayes, are shouldering the blame.

The Current Vote

- Hayes holds just an eight-point lead against Kissell and is under 50% on the current vote (46% Hayes / 38% Kissell), a sure sign of trouble for an incumbent by any measure. Despite his overwhelming advantage in name identification (89% Hayes / 22% Kissell), Hayes is unable to translate it into a majority vote.
- The 8th is a culturally Democratic district. Democrats have a nine-point advantage on the generic ballot (42% Democrat / 33% Republican) and 51% of the voters are registered Democrats (31% Republican). Democratic Governor Mike Easley receives a 62% favorable rating.

Support Measures

- Hayes receives a 53% positive / 38% negative job rating. Hayes' positive-to-negative ratio is at 1.4-to-1, well below the 2-to-1 ratio that is a benchmark for incumbents.
- Hayes' high negatives lead to a low re-elect measure. Just 44% say they would vote to re-elect Hayes, while 43% would vote for someone new. Moreover, 58% of voters agree with the statement that "Robin Hayes is a good man but it's time for someone new."

Political Environment

- The Republicans in Washington are not making it any easier for Hayes. A majority of voters (60%) think things in the United States are moving in the wrong direction (24% right direction / 60% wrong direction).

Anzalone Liszt Research conducted N=500 telephone interviews with likely 2006 general election voters in North Carolina CD-08. Interviews were conducted between May 8 and May 13, 2006. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error for these results is $\pm 4.3\%$ with a 95% confidence level.

- A majority (60%) of voters now give President Bush a negative job rating – only 38% give Bush a positive job rating. Currently only 30% of voters think the country should continue in the direction President Bush is heading, while 62% think the country should go in a different direction. Hayes has voted for Bush’s agenda 86% of the time and this has not gone unnoticed by the voters back home.
- Three-fourths (75%) of voters give the U.S. Congress a negative job rating (24% positive / 75% negative).
- A majority (52%) of voters give the economy in their area of North Carolina a negative rating. It is clear that voters believe CAFTA and “fast track” legislation has hurt the local economy and 59% are less likely to vote for Hayes because of his support for these two measures, after initially opposing them.

Kissell Expansion

- Voters are looking for a Democratic alternative. When voters are given a simple paragraph on each candidate, the race becomes a statistical dead heat, with Kissell leading by a 49% to 42% margin

Larry Kissell, a Democrat from Montgomery County, spent 27 years working in the textile industry and currently teaches high school. Kissell says he is running because Congress isn't solving the real problems of working families and that Robin Hayes has let the district down by voting for free-trade agreements. Kissell says he is a conservative Democrat who will work for a moratorium on trade deals, end illegal immigration and fight to improve the area's economy. 49%

Robin Hayes, a Republican, is a Congressman from Concord and a member of the House Armed Services Committee. Hayes says he is pro-gun, pro-life, and anti-gay marriage. Hayes says he has voted to cut taxes for working families, strengthen homeland security, and add a prescription drug benefit to Medicare. Hayes says we are fighting the war in Iraq so we don't have to fight it here at home. Hayes says he wants to continue fighting for the area's conservative values in Washington. 42%

Undecided 8%