

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Helms most popular of North Carolina Senators

Raleigh, N.C. – The only North Carolina Senator to be reelected in the last 40 years also wins honors as the most popular with the state’s voters of the last seven folks who have served in that body.

Jesse Helms is the choice of 35% of the state’s voters as their favorite Senator since 1986. John Edwards came in second at 19%, and Terry Sanford is third at 16%.

Helms is the first choice of Republicans and independents. Among Democrats John Edwards is first, followed by Terry Sanford, with Helms finishing third.

Edwards is the dubious winner of the ‘least favorite’ contest, pulling in 41% to 29% for Helms and 11% for Elizabeth Dole. Edwards was the choice of 68% of Republicans and 41% of independents on that front, taking first place with both groups. Among Democrats he finished second (22%) to Helms who was the choice of 43% of respondents.

The best net review on these measures actually comes for Sanford, who while the most popular with 16% of respondents was the least popular with just 3%. That +13 edges out Helms’ +6 for top honors.

“It’s no surprise that Jesse Helms and John Edwards inspire the strongest reactions of North Carolina’s most recent Senators,” said Dean Debnam, President of Public Policy Polling. “They’re the politicians who have most put our state in the national spotlight and they were both quite polarizing, although Edwards’ distinction in this poll likely has more to do with personal choices than political ones.”

PPP surveyed 767 North Carolina voters from July 10th to 12th. The survey’s margin of error is +/-3.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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North Carolina Survey Results

Q1 Of North Carolina's last seven Senators, who do you have the highest opinion of: Jesse Helms, Terry Sanford, Lauch Faircloth, John Edwards, Elizabeth Dole, Richard Burr, or Kay Hagan? If Jesse Helms, press 1. If Terry Sanford, press 2. If Lauch Faircloth, press 3. If John Edwards, press 4. If Elizabeth Dole, press 5. If Richard Burr, press 6. If Kay Hagan, press 7.

<i>Helms</i>	35%
<i>Sanford</i>	16%
<i>Faircloth</i>	3%
<i>Edwards</i>	19%
<i>Dole</i>	13%
<i>Burr</i>	4%
<i>Hagan</i>	9%

Q2 Of North Carolina's last seven Senators, who do you have the lowest opinion of: Jesse Helms, Terry Sanford, Lauch Faircloth, John Edwards, Elizabeth Dole, Richard Burr, or Kay Hagan? If Jesse Helms, press 1. If Terry Sanford, press 2. If Lauch Faircloth, press 3. If John Edwards, press 4. If Elizabeth Dole, press 5. If Richard Burr, press 6. If Kay Hagan, press 7.

<i>Helms</i>	29%
<i>Sanford</i>	3%
<i>Faircloth</i>	6%
<i>Edwards</i>	41%
<i>Dole</i>	11%
<i>Burr</i>	3%
<i>Hagan</i>	7%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

<i>Liberal</i>	14%
<i>Moderate</i>	47%
<i>Conservative</i>	39%

Q4 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

<i>Urban</i>	13%
<i>Suburban</i>	27%
<i>Rural</i>	26%
<i>Small Town</i>	34%

Q5 If you are a woman, press 1, if a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q6 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	47%
<i>Republican</i>	33%
<i>Independent/Other</i>	20%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	78%
<i>African-American</i>	19%
<i>Other</i>	3%





Q8 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29.....	11%
30 to 45.....	26%
46 to 65.....	42%
Older than 65.....	21%

Q9

252.....	12%
336.....	21%
704.....	17%
828.....	15%
910.....	17%
919.....	17%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Favorite Senator				
Helms	35%	12%	27%	53%
Sanford	16%	26%	22%	5%
Faircloth	3%	3%	4%	3%
Edwards	19%	35%	20%	11%
Dole	13%	3%	11%	19%
Burr	4%	2%	4%	5%
Hagan	9%	19%	11%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Least Favorite Senator				
Helms	29%	62%	34%	12%
Sanford	3%	2%	3%	4%
Faircloth	6%	6%	5%	6%
Edwards	41%	11%	34%	60%
Dole	11%	8%	15%	6%
Burr	3%	7%	2%	2%
Hagan	7%	4%	5%	11%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Favorite Senator					
Helms	35%	24%	31%	46%	34%
Sanford	16%	26%	17%	14%	13%
Faircloth	3%	3%	4%	2%	4%
Edwards	19%	21%	23%	11%	20%
Dole	13%	15%	10%	15%	13%
Burr	4%	4%	5%	4%	3%
Hagan	9%	6%	9%	8%	12%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Least Favorite Senator					
Helms	29%	42%	33%	22%	26%
Sanford	3%	3%	3%	4%	3%
Faircloth	6%	7%	2%	10%	5%
Edwards	41%	35%	43%	44%	39%
Dole	11%	6%	10%	12%	13%
Burr	3%	1%	2%	2%	5%
Hagan	7%	5%	8%	6%	9%





Crosstabs

	Base	Gender	
		Woman	Man
Favorite Senator			
Helms	35%	30%	41%
Sanford	16%	15%	17%
Faircloth	3%	3%	3%
Edwards	19%	20%	17%
Dole	13%	16%	10%
Burr	4%	4%	5%
Hagan	9%	12%	6%

	Base	Gender	
		Woman	Man
Least Favorite Senator			
Helms	29%	31%	27%
Sanford	3%	2%	5%
Faircloth	6%	5%	7%
Edwards	41%	39%	43%
Dole	11%	12%	9%
Burr	3%	4%	2%
Hagan	7%	8%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Favorite Senator				
Helms	35%	20%	59%	32%
Sanford	16%	25%	4%	15%
Faircloth	3%	2%	3%	7%
Edwards	19%	31%	3%	17%
Dole	13%	7%	23%	10%
Burr	4%	2%	7%	6%
Hagan	9%	13%	2%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Favorite Senator				
Helms	29%	43%	5%	35%
Sanford	3%	3%	4%	3%
Faircloth	6%	6%	6%	4%
Edwards	41%	22%	68%	41%
Dole	11%	15%	6%	10%
Burr	3%	4%	1%	3%
Hagan	7%	6%	10%	5%





Crosstabs

	Base	Race		
		White	African-American	Other
Favorite Senator				
Helms	35%	41%	14%	30%
Sanford	16%	15%	18%	20%
Faircloth	3%	4%	3%	-
Edwards	19%	14%	37%	23%
Dole	13%	14%	10%	24%
Burr	4%	5%	1%	-
Hagan	9%	8%	16%	3%

	Base	Race		
		White	African-American	Other
Least Favorite Senator				
Helms	29%	24%	52%	21%
Sanford	3%	4%	1%	5%
Faircloth	6%	5%	8%	3%
Edwards	41%	48%	14%	47%
Dole	11%	11%	12%	8%
Burr	3%	2%	5%	6%
Hagan	7%	7%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite Senator					
Helms	35%	30%	31%	36%	40%
Sanford	16%	7%	11%	19%	20%
Faircloth	3%	6%	4%	2%	4%
Edwards	19%	31%	28%	15%	7%
Dole	13%	15%	13%	12%	15%
Burr	4%	2%	3%	6%	4%
Hagan	9%	9%	8%	10%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Favorite Senator					
Helms	29%	19%	35%	31%	23%
Sanford	3%	6%	2%	3%	4%
Faircloth	6%	8%	6%	6%	3%
Edwards	41%	38%	32%	43%	49%
Dole	11%	13%	9%	10%	12%
Burr	3%	6%	5%	2%	1%
Hagan	7%	10%	10%	5%	7%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Favorite Senator							
Helms	35%	30%	37%	39%	32%	31%	39%
Sanford	16%	6%	15%	13%	17%	15%	27%
Faircloth	3%	8%	4%	4%	3%	3%	-
Edwards	19%	27%	15%	18%	19%	23%	14%
Dole	13%	17%	10%	13%	15%	16%	11%
Burr	4%	4%	8%	2%	4%	4%	3%
Hagan	9%	8%	10%	12%	10%	8%	6%

	Base	Area Code					
		252	336	704	828	910	919
Least Favorite Senator							
Helms	29%	29%	27%	34%	23%	28%	33%
Sanford	3%	5%	2%	5%	6%	2%	1%
Faircloth	6%	14%	5%	3%	5%	6%	3%
Edwards	41%	31%	44%	42%	40%	36%	48%
Dole	11%	12%	9%	9%	13%	12%	10%
Burr	3%	3%	5%	1%	3%	5%	-
Hagan	7%	5%	7%	7%	10%	10%	4%

