
MEMORANDUM

TO: Interested Parties
FROM: Hamilton Campaigns
DATE: September 20, 2013
RE: St. Louis County Executive Race¹

The race for St. Louis County Executive in 2014 begins with Charlie Dooley in a strong position for re-election. With more than a year before Election Day, a majority (54%) of registered voters in St. Louis County have a favorable opinion of Charlie Dooley. African American voters (85% favorable) and Democrats (77% favorable) hold Charlie Dooley in high regard. In addition, nearly three-fifths of white women over 55 years of age hold a favorable opinion of Dooley.

Among likely Democratic Primary voters, Charlie Dooley holds a commanding lead over Steve Stenger (66% Dooley – 17% Stenger – 17% undecided). Dooley leads in every region and among every demographic group in the Democratic primary electorate.

Charlie Dooley leads the two tested Republican opponents in the vote preference for County Executive by the same margin (51% Dooley – 38% Republican – 11% undecided). Dooley's support is overwhelmingly strong among African American voters and he is firmly backed by Democrats in what is still a solidly Democratic county.

St. Louis County residents use strong leadership attributes to describe County Executive Dooley. A majority of voters describe Dooley as someone who “gets things done,” “puts the people of St. Louis County first,” and “is a strong leader.” These traits, combined with Dooley's personal favorability and strong vote share against a well known Republican opponent are promising indicators for the incumbent County Executive, and show that voters continue to support the job he has done throughout his tenure.

Charlie Dooley is well positioned for re-election based on his broad geographic support, strength within his Democratic base, and support from white women over 55 years of age. Charlie Dooley controls his destiny if he has the funds to communicate his accomplishments as County Executive, and defend himself against attacks from his opponents.

¹ This memo is based on a survey of 500 registered voters who are likely to vote in the November 2014 General Election in St. Louis County, Missouri. Hamilton Campaigns conducted telephone interviewing August 19 – 22, 2013. The margin of error for a sample of this size is ±4.4 percentage points, at the 95% confidence level.