

## Memorandum

Date: October 7, 2008  
To: The Schauer Campaign  
From: Andrew Myers

### Status of the Contest Michigan CD 7

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According to the findings of our latest tracking survey<sup>1</sup>, Democrat Mark Schauer has opened a significant 10-point lead today over Republican incumbent Tim Walberg, 46 to 36 percent, a net four point gain for Schauer from our last survey, while Walberg has remained stalled at 36 percent. Schauer has made solid gains among all the key audiences, and now leads among independents by 12-points, 39 to 27 percent. The contest has also moved to a double-digit edge for Schauer in the vote-rich Lansing Media Market, 48 to 33 percent.

Importantly, there's a broader Democratic trend developing across this district today and notably Obama has edged into a double-digit lead over McCain, 50 to 39 percent, a significant change since our last survey as well. Also, the generic Congressional ballot favors the Democratic candidate by the widest margin we have seen to date, 8-points, 44 to 36 percent.

And, in more good news for the Schauer campaign, perceptions of Walberg's performance as Congressman remain solidly net-negative with just 34 percent of voters saying he is doing an excellent to good job, while a plurality, 42 percent, say fair to poor. Further, voters today give Schauer the edge in trust on nearly every key economic issue, including taxes (37 percent trust Schauer, 30 percent trust Walberg). In other signs that this electorate is hungry for change today, fully three-quarters of voters say the nation is pretty seriously off on the wrong track (74 percent), a slight 4-point shift towards pessimism since our last track.

What is crystal clear from these data is that the national economic situation has only exacerbated these voters' already highly salient economic concerns and has pushed them closer to the Democratic column. Today, by a 28-point margin they are more likely to blame unfair trade policies than taxes for Michigan's economic situation, and across the board they favor Schauer on every economic issue - from creating jobs in Michigan to siding with workers.

While this race is far from over, make no mistake, this political environment is becoming dangerous for any Republican incumbent, particularly one whose connection to voters here is as tenuous as Walberg's.

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<sup>1</sup> These findings are based on a survey of 500 likely November 2008 voters. The survey was designed and administered by Myers Research | Strategic Services, LLC. Calling took place between October 5-6, 2008 and was conducted by professional interviewers overseen by Myers Research | Strategic Services staff. The data were stratified geographically to reflect the projected contribution to the total expected November 2008 vote. Partisan identification for the sample is 36 percent Democrat, 31 percent independent and 33 percent Republican. The margin of error associated with these data at a 95 percent confidence level is +/- 4.38 percent.