

Memorandum

Date: September 25, 2008
To: The Schauer Campaign
From: Andrew Myers

Status of the Contest Michigan CD 7

According to the findings from our latest survey of 500 likely November 2008 voters in Michigan's 7th Congressional District¹, Democrat Mark Schauer has pulled into the lead over incumbent Republican Tim Walberg, 42 to 36 percent, +6 net, a significant 9-point shift in Schauer's favor since our survey in May. In more good news for the campaign, in a simulated model, where undecided voters are allocated to the candidates based on their self-described partisan leanings, Walberg fails to close the gap and Schauer continues to lead by 7-points, 48 to 41 percent.

This survey demonstrates that Schauer's communications are clearly taking root. Today Schauer is known by 67 percent of voters, a substantial 25 point jump in identification since May, and warm ratings continue to significantly outpace cool ratings, with 35 percent of voters expressing warm ratings of Schauer today (+12 from May), while just 19 percent express cool ratings (+10 from May). Schauer's overall personal feeling thermometer² has held steady at a warm 57-degrees.

In contrast, Walberg remains slightly better known than Schauer and is recognized by 76 percent of voters today, just two points better than our survey in May, and his warm ratings have remained frozen at 36 percent while cool ratings have grown by 5 points to 28 percent. Today, Walberg's personal feeling thermometer remains a stagnant 52-degrees.

And, in more good news for Schauer, perceptions of Walberg's job as Congressman are unchanged and remain solidly net negative, with 34 percent saying he is doing an excellent-to-good job while a near majority, 46 percent, say fair-to-poor. Further, fully seven-in-ten voters today believe the nation is pretty seriously off on the wrong track.

Bottom line, while this race remains competitive, these voters are aligned for change and Schauer's campaign is clearly taking root.

¹ 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 September 24 - 25, 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 35 percent Democrat, 32 percent independent and 33 percent Republican. The margin of error associated with these data at a 95 percent confidence level is +/- 4.38 percent.

² Myers Research uses a mean thermometer scale of zero to one hundred to measure candidate personal standing. Zero represents a very cool, negative feeling, one hundred represents a very warm, favorable feeling, and 50 means neither warm nor cool. The mean thermometer score is derived among respondents who can rate the candidates.