

Memorandum

Date: September 23, 2010
To: The Schauer Campaign
From: Andrew Myers

Status of the Contest

According to the findings of our recent survey of 500 likely November voters,¹ Mark Schauer is gaining momentum and breaking free from this tough political environment. Today, though the ballot is statistically tied, Schauer has the edge in the multi-candidate contest besting Walberg by 2-points, 45 to 43 percent, while 3rd party candidates get 5 percent of the vote. In a two-way ballot test, Schauer's edge is slightly greater and he leads Walberg by 4-points, 49 to 45 percent. Notably, voters here favor a generic Republican by a 6-point margin, 42 to 48 percent and they give Rick Snyder a double-digit edge in the race for Governor. Given the third party candidates in this race and the historic pattern in this district, the win number is less than 50 percent. But the overall ballot fails to capture the real trajectory of this race.

In the vote-rich Lansing media market, where Schauer has been communicating, the momentum has shifted and Schauer is on a strong upward path, beating Walberg there by a 5-point margin, 47 to 42 percent, a 15-point net shift toward Schauer since August. Notably, in that same market, voters prefer a generic Republican candidate for Congress to a Democrat by a 5-point edge, 43 to 48 percent.

Walberg's negatives have grown dramatically as well. Today, overall negative impressions of Walberg have grown by 8-points to 40 percent, while positive impressions are down to just 32 percent, a 4-point drop since August. In the Lansing market, again where the Schauer campaign has been on television, Walberg's negatives have grown by a whopping 14-points since August to 44 percent, the highest level we have seen in that market in 11 previous waves of data. At the same time, impressions of Mark Schauer have remained stable throughout the district despite massive spending on attack ads by outside groups.

Bottom line, Tim Walberg is damaged goods and as voters are reminded of his plans to privatize Social Security and ship their jobs overseas, they continue to flee from his coalition.

¹ These findings are based on a survey of 500 likely November 2010 general election voters in CD7. Calling took place from September 21-22, 2010 and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff. The data were stratified to reflect the projected geographical contribution to the total expected vote. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 4.4 percent. The margin of error for subgroups is greater and varies.