

Memorandum

Date: October 5, 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 Democrat Mark Schauer continues to have the edge and today he leads Republican Tim Walberg by 4-points, 44 to 40 percent, while third party candidates garner 7 percent of the vote. Because this is a 5-way race, the win number for Schauer here is below 50 percent, meaning we do not expect any candidate to break the majority threshold in this district.

Notably, this survey builds on the trends we spotted in our September 22 tracking poll, where Schauer was ahead by a slighter 2-point margin, but clearly had gained the momentum. Notably, Schauer has expanded his lead among independents to 9-points, 45 to 36 percent, and in the vote-rich Lansing media market he continues to gain ground as well, besting Walberg there by 9-points today, 47 to 38 percent, a 4-point gain since September 22.

What is notable about Schauer's edge today is that it comes despite a very tough political environment for Democrats. Indeed, at the top of the ticket, Democrat Virg Bernero trails Republican Rick Snyder in the Governor's race by 18-points, 38 to 56 percent. And, in the generic Congressional ballot test, voters prefer a generic Republican candidate over a Democrat by 5-points, 40 to 45 percent. These trends underscore just how impressive the upward trend for Schauer is today.

Indeed, in more good news for the Schauer campaign, Walberg's personal favorability here continues to erode dramatically. Today a solid plurality of voters, 45 percent, give Walberg cool, unfavorable ratings (a 5-point increase since our last track) while his warm, or favorable ratings remain unchanged at just 32 percent. In contrast Schauer's personal standing remains nearly unchanged overall since our last survey.

Bottom line, though so far there has been more spending by the National Republican Congressional Committee in this district than any other in the country, Schauer continues to have the edge and his vote share continues to move upwards.

¹ These findings are based on a survey of 500 likely November 2010 general election voters in CD7. Calling took place from October 3 - 4, 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.