

8 April 2008

To: Interested Parties

Fr: John Anzalone / Jeff Liszt

Re: Summary of Polling Results in MS CD-1

The special election for Mississippi's 1st Congressional District is highly competitive. Travis Childers has strong name identification following his Democratic run-off victory, and holds a slim lead over Republican Greg Davis when matched up head-to-head. Tested against all six candidates in the race, Childers and Davis are in a statistical dead heat in a district where the partisanship is almost even right now.

- Travis Childers (41%) holds a slight lead when matched up head-to-head with Greg Davis (40%). Nearly one-in-five voters are undecided and neither party has an advantage with this group on the generic ballot measure. Undecideds are up for grabs and truly a swing universe.
- Childers (47% favorable / 8% unfavorable) has a higher favorable rating and lower unfavorable rating than Davis (46% fav/ 16% unfav).
- When all six candidates are tested in a special election matchup -- where there will be no party labels on the ballot -- Childers (27%) and Davis (29%) are in a statistical tie. As a result of a nasty Republican primary, Glen McCullough (14%) hurts Davis much more than Steve Holland (7%) impacts Childers. Childers gains nearly 7 points onto his vote when the black vote is extrapolated to an 80% election-day projection, essentially giving him the lead. One-third of undecided voters are black and are strong generic ballot Democratic voters.
- Among undecided voters, Democrats have a 15-point advantage on the generic ballot (40% Democrat / 25% Republican), another sign of Childers' expansion potential. This is the result of high undecided vote among blacks which will most likely go to Childers.

Anzalone Liszt Research conducted n=500 telephone interviews with likely 2008 special election voters in Mississippi's 1st Congressional District. Respondents were selected at random, with interviews apportioned geographically based on expected voter turn-out. Expected margin of sampling error for these results is $\pm 4.4\%$ with a 95% confidence level.

- The informed vote shows Childers' expansion potential. When voters hear additional basic information about both Childers and Davis, Childers expands to a 47% to 40% lead.
- The political environment is favorable for Democrats. Among special election voters, Republicans hold a statistically insignificant 3-point lead on the generic ballot (41% Republican / 38% Democrat). The district is extremely competitive from a partisan standpoint right now, and will only be more competitive in a race where the candidates will appear without partisan labels on the ballot.
- In both the primary and run-off elections in Mississippi CD 1, more Democrats came out to vote than Republicans. In the primary, Childers nearly got as many votes by himself (40,000) as all the Republicans combined (46,000). Two-and-one-half times more Democrats came out to the polls in the primary than Republicans
- Geography is playing an important role in this race. Davis is from the Republican Memphis suburbs and doesn't really get any additional yardage than any other Republican would get there. Childers, however, comes from the most competitive part of the district in the generic ballot and leads significantly in this region. The swing part of the district is in Childer's backyard and his investment in Columbus/Tupelo TV has paid off with a substantial lead in this market.