



Poll Results for the 2nd Congressional District of Mississippi **Race still neck and neck: Bill Marcy trails a 17 year incumbent 41-42%**

OUR METHODOLOGY

To ensure that polls we conduct for your campaign are most accurate and relevant, it's important to first discuss the types of voter populations on which our polls are conducted:

- ✓ **Registered Voters** – Randomly picking voters from the voter lists and calling them. While this is the least labor intensive, this is also, in our opinion, the least useful – in the 2008 Presidential election, for example, 32% of registered voters in Mississippi did not vote. It doesn't make sense to include these voters in any poll sample!
- ✓ **Likely Voters** – Using predetermined criteria to filter out “unlikely” voters. This criteria is subjective, but in general, those who have never voted or those who, in the pollster's judgment, are highly unlikely to vote, would not be included in a “likely voter” sample.
- ✓ **Chronic Voters** – Using predetermined criteria to filter out “unlikely” and occasional voters. This criteria is even more subjective than the “likely voter” criteria, but in general, those who have not demonstrated a level of consistency in voting would not be included in a “chronic voter” sample.

Our philosophy about which population to use depends on the election, but we are generally comfortable with a “likely voter” model (as opposed to a “registered voter” model), particularly after we analyzed the 2nd Congressional district voter turnout in the 2002/2006 midterm elections and the 2007 statewide elections. For this poll, we chose a sample of 7,417 households (441 respondents) consisting both of “registered voters” and “likely voters” who were “live called.” Though this would seem to contradict our stated preference above, we used this broader universe so that we could best analyze where this race stands right now.

This survey was conducted October 18-23, 2010. The margin of error, with a 95% confidence interval, was 4.53%.

There is some debate about the “true” racial breakdown of the district. The 2000 Census says that the racial breakdown of the district is 63/35% black/white. This breakdown, however, is for all residents of the district as of April 1, 2000, regardless of whether they are registered to vote. The best available information available shows that the racial breakdown for the district's registered voters is 54/46% black/white. This racial breakdown becomes 50/50% when we look only at “likely voters” (as opposed to registered voters).

The racial breakdown of those who responded to this poll, however, was 60-40% white (compared to 63-37% white in the first survey). Therefore, where appropriate, we have weighted the survey answers to reflect the



racial breakdown of those we believe who will vote in the general election – an electorate that is 50-50% white/black.

POLL RESULTS BY QUESTION (Results adjusted for race and for likely voters)

Question 1: Do you favor a flat tax on income, a sales tax on consumption, or neither, to support the Federal Government ?

- Undecided 35%
- Neither 33%
- Flat Tax 18%
- Sales Tax 14%

Comment: with 68% of poll respondents choosing “Neither” or “Undecided”, this issue is a “blank slate” for voters - there is a significant potential for voter education on this issue.

Question 2: Do you believe that your Congressman deserves to be re-elected ?

- Yes 42%
- No 40%
- Undecided 18%

Comment: the last survey we did showed an overall satisfaction/dissatisfaction ratio of 32-38%. Since then, with black voters, a 52-10% satisfaction rating in the first poll became a 70-9% re-elect number in this poll - we expected that the high undecided number from the first poll would shrink as the election got closer. With whites, the 13-65% satisfaction rating from the first poll became an 11-73% negative re-elect number in this poll; polarization has intensified with that voter bloc.

Question 3: If the election were held today, who would you vote for ?

- Democrat Bennie Thompson 42%
- Republican Bill Marcy 41%
- Undecided 17%

Comment: the last survey we did showed Bennie Thompson with a 35-34% lead, when adjusted for the racial breakdown of the district.

CROSSTABS (Results adjusted for race and for likely voters for region and voter likelihood)

Question 1 – Flat Tax

Race	Undecided	Neither	Flat Tax	Sales Tax
Black	39%	37%	14%	10%
White	32%	28%	21%	19%



Region (Defined in Appendix A)	Undecided	Neither	Flat Tax	Sales Tax
Delta	34%	33%	25%	8%
Delta Urban	36%	31%	16%	17%
Jackson	34%	34%	19%	12%
White Rural	36%	34%	14%	17%

Voter Likelihood	Undecided	Neither	Flat Tax	Sales Tax
Likely	35%	33%	18%	14%
Unlikely	36%	34%	17%	14%

Question 2 – Does Bennie Thompson deserve to be re-elected ?

Race	Re-elect Yes	Re-elect No	Undecided
Black	70%	9%	22%
White	11%	73%	17%

Region	Re-elect Yes	Re-elect No	Undecided
Delta	55%	30%	15%
Delta Urban	32%	47%	21%
Jackson	51%	34%	15%
White Rural	28%	47%	25%

In the first poll, the satisfied/dissatisfied ratios were 41-26% in the Delta counties, 26-42% in the “Delta Urban” counties, 40-30% in Jackson, and 27-49% in the white majority rural counties. Rep. Thompson has significantly strengthened his support in the smaller Delta Counties and in Jackson. In the medium sized Delta counties, Thompson/Marcy have equally improved their standing.



Voter Likelihood	Re-elect Yes	Re-elect No	Undecided
Likely	42%	40%	18%
Unlikely	38%	41%	21%

Question 3 – Congressional Candidate Preference (Thompson vs Marcy)

Race	Bennie Thompson	Bill Marcy	Undecided
Black	75%	3%	22%
White	6%	77%	16%

The first poll showed a 64-1% Thompson lead with black voters, and a 66-7% Marcy lead with white voters. As the campaign enters its final week, the undecided vote with both voter demographics has shrunk. It's also worth noticing that in the previous question, the Thompson re-elect number was 70-9% with blacks, while in a head to head matchup, Thompson leads 75-3%. This suggests there is at least 6% of the black vote willing to support Bill Marcy.

Region	Bennie Thompson	Bill Marcy	Undecided
Delta	59%	30%	12%
Delta Urban	35%	46%	19%
Jackson	46%	36%	17%
White Rural	26%	47%	27%

The numbers here generally correlate with the Thompson re-elect numbers in the previous set of crosstabs, with two additional areas of emphasis: (1) Marcy's campaigning in the larger towns in the Delta (Greenville, Vicksburg, etc) has paid off handsomely, as a 41-33% lead in the first poll has widened to 46-35%, (2) Bennie has significantly strengthened his position in the smaller Delta counties.

Voter Likelihood	Bennie Thompson	Bill Marcy	Undecided
Likely	42%	41%	17%
Unlikely	41%	37%	22%

Appendix A: Regions of the district

- Delta (Smaller rural counties in the Delta: Claiborne, Holmes, Humphreys, Issaquena, Jefferson, Quitman, Sharkey, Tallahatchie, and Tunica)
- Jackson (portions of Hinds and Madison contained in the district)
- Delta Urban (Larger counties in the Delta: Bolivar, Coahoma, Leflore, Sunflower, Warren, and Washington)



- White Rural (Smaller white majority rural counties: Attala, Carroll, Copiah, Leake, Montgomery, and Yazoo)

