



Poll Results for the 2nd Congressional District of Mississippi

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 7,782 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 September 11-17, 2010.

We also wish to emphasize that the racial breakdown of the “registered and likely voter” poll sample was 54-46% black. “Likely voters” are 50-50% white/black. The racial breakdown of those who responded to this poll, however, was 63-37% white. 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 – in other words, we believe that a 50-50% racial breakdown will be applicable to the election this fall.



POLL RESULTS BY QUESTION *(Note: these results were adjusted for race)*

Question 1: In the 2008 Presidential Election, which candidate did you support ?

Barack Obama	52%
John McCain	43%
Do Not Recall	5%

Question 2: Do you consider yourself pro-life ?

Yes	81%
No	5%
Undecided	14%

Question 3: Are you satisfied with the job your current Congressman is doing ?

Yes	32%
No	38%
Undecided	30%

Question 4: If the election were held today, who would you vote for ?

Democrat Bennie Thompson	35%
Republican Bill Marcy	34%
Undecided	31%

CROSSTABS *(Note: these results were adjusted for race except the racial crosstab)*

Question 1 – Presidential Race

Race	Obama	McCain	Don't Remember
Black	91%	5%	4%
White	13%	81%	6%

	Obama	McCain	Don't Remember
Delta	64%	33%	3%
Delta Urban	47%	45%	8%
Jackson	63%	35%	2%
White Rural	37%	59%	5%



Voter Likelihood	Obama	McCain	Don't Remember
Registered and likely	52%	43%	5%
Registered and unlikely	59%	34%	7%

Comment: Note how different the numbers are when looking at “unlikely” voters – essentially, those were the voters who showed up in the 2008 Presidential election.

Question 2 – Pro Life ?

Race	Yes	No	Undecided
Black	75%	8%	17%
White	86%	3%	11%

Region	Yes	No	Undecided
Delta	76%	5%	19%
Delta Urban	86%	6%	8%
Jackson	80%	8%	12%
White Rural	82%	2%	16%

Voter Likelihood	Yes	No	Undecided
Registered and likely	81%	5%	14%
Registered and unlikely	79%	7%	14%

Question 3 – Satisfied With Bennie Thompson’s performance

Race	Yes	No	Undecided
Black	52%	10%	37%
White	13%	65%	22%

Region	Yes	No	Undecided
Delta	41%	26%	33%
Delta Urban	26%	42%	32%
Jackson	40%	30%	30%
White Rural	27%	49%	24%



Voter Likelihood	Yes	No	Undecided
Registered and likely	32%	38%	30%
Registered and unlikely	36%	31%	33%

Question 4 – Congressional Candidate Preference

Race	Thompson	Marcy	Undecided
Black	64%	1%	36%
White	7%	66%	27%

Region	Thompson	Marcy	Undecided
Delta	45%	29%	26%
Delta Urban	33%	41%	26%
Jackson	41%	31%	28%
White Rural	23%	38%	39%

Comment: Note how the results in the larger Delta counties are almost as unfavorable to Thompson as the rural counties.

Voter Likelihood	Thompson	Marcy	Undecided
Registered and likely	35%	34%	31%
Registered and unlikely	40%	25%	35%