

AMERICAN VIEWPOINT®

American Viewpoint, Inc.
300 North Lee Street • Suite 400
Alexandria, Virginia 22314
(703) 684-3325
(703) 684-9295 - FAX
1800-684-4410
www.amview.com

To: Ed Martin Strategy Team
From: Randall Gutermuth
Re: Key Findings from MO CD-3 Brushfire
Date: October 5, 2010

The following outlines the key findings from a survey commissioned by Ed Martin for Congress. Interviews were conducted October 3-4, 2010. The margin of error for the entire sample (n=300) is +/- 5.7% and the margin of error among sub-groups is greater.

Ed Martin is within striking distance due to him overwhelmingly winning ticket-splitters.

- Ed trails Carnahan 42%-48%, with 8% undecided, running similar to the generic ballot in the district (40%-46%).
- Carnahan's favorable to unfavorable ratio is approaching 1 to 1 at 47:38.
- The most significant finding is Ed's strength among ticket-splitters, leading 62%-22%. His F:U with ticket-splitters is 42:9 compared with 26:58 for Carnahan.
- Among high propensity voters (high interest and high likelihood to vote), Ed leads 51%-46%, underscoring the enthusiasm gap that Democrats are facing. Among those who rate their interest in the election an 8-10, the race is tied (46%-46%).

Geographically, St. Louis County is stronger than would be expected, a sign that the political environment is shifting in Ed's favor.

County	Generic Ballot (GOP-DEM-DK)	Actual Ballot (EM-RC-DK)	Martin F:U	Carnahan F:U
Jefferson	38-36-23	41-41-15	26:11	40:41
St. Louis City	23-70-7	22-71-6	25:9	65:26
St. Louis County	52-38-9	57-39-4	41:10	40:46

- Jefferson County remains extremely tight and for Ed to win this race he needs to win here.

While Carnahan has greater message penetration, the impact of the Ed Martin messaging is greater.

- 46% of voters have seen, read or heard something recently regarding Ed Martin, compared with 62% for Carnahan. This is distributed evenly in the 3 major counties.
- Ed actually leads among those who have S/R/H something regarding him (48%-44%), while only trailing by 1-point among those who have S/R/H something regarding both candidates (36% of the electorate).
- The verbatim comments regarding Ed show significant grassroots efforts that go beyond what is typically seen in a Congressional race.
- Conversely, there is a large number of comments regarding Carnahan's brother receiving and \$107 million grant from the Stimulus.

Ed is performing well with Catholic voters while union voters are a difficult voting bloc.

- Ed leads among all Catholic voters 48%-44%. His F:U among Catholics is 42:14 compared with Carnahan's 43:50 F:U among them. Among IND white Catholics Ed leads 60%-29%.
- Among union households Ed trails 32%-56%. However, among white union men Ed only trails 39%-48%.

The campaign is doing an effective job tying Carnahan to wrong track sentiment and furthering this needs to be the main priority.

- Only 33% of voters say things in the country are going in the right direction, with 61% saying things are off on the wrong track. Ed leads with wrong track voters 63%-27% and it is important to widen that lead.
- A near majority of voters (42%) and 54% of undecided voters cite jobs and the economy as their top vote determinant and Ed trails among these voters 38%-51%.
- 9% of voters cite government spending and the debt as most important and another 5% cite taxes. Among these spending and tax voters Ed leads 71%-22%. It's possible to push these margins even further.

In terms of mail targets, voters age 45-64 are key as are pro-life voters.

- Carnahan currently leads among voters age 45-54 by 12-points (41%-53%) and among those age 55-64 by 23-points (36%-60%).
- Carnahan is able to peel off a significant percentage of the pro-life vote, only trailing 63%-26% among these voters.

Conclusions and Recommendations

1. Ed Martin is within striking distance of Carnahan but his favorable ratings still need a bit of work, making it important to continue with comparison ads for the near term rather than a straight attack.
2. The biggest challenge in this race is the Democratic nature of the district. 45% of voters are behavioral Democrats, compared with only 30% being behavioral Republicans. So while Ed is holding massive margins with ticket-splitters, he is still trailing overall because he trails among Democrats 2%-91%. In order to win in this district he will likely need double-digit support from behavioral Democrats.
3. The wind farm grant is clearly very damaging to Russ Carnahan and the issue is becoming more known with voters as a result of the Roy Blunt ad. For the near term it is in the best interest to continue to link Russ Carnahan to the wrong track sentiment while building up Ed and moving to the taxpayer funded grant attack in the final weeks.