

Memorandum

Date: October 16, 2012
To: The Eric Stewart Campaign
From: Andrew Myers

Tennessee CD4 - Statistical Dead Heat

According to the findings of our recent survey of 400 likely November voters in Tennessee's 4th Congressional District, embattled Republican incumbent Congressman Scott DesJarlais finds himself locked in a statistical dead heat, leading Democrat Eric Stewart by just 5 points, 44 to 49 percent.¹ Notably, DesJarlais significantly underperforms both the top of the ticket, where Romney bests Obama by an 18-point margin, 38 to 56 percent, and in a generic Congressional matchup where a Republican candidate also leads by double-digits, 39 to 52 percent. Make no mistake about it -- DesJarlais is in serious trouble in this strongly pro-life, pro-values district.

Just one example that reflects the trouble DesJarlais has created for himself here is the trend among voters who attend church weekly or more than weekly. Among these voters, who favor Mitt Romney by a 30-point margin (33 to 63 percent), DesJarlais leads by just 11 points today, 41 to 52 percent. After these voters are presented with the fact that DesJarlais urged his patient/mistress to get an abortion and they hear DesJarlais' response, the contest narrows even further among them to 40 to 48 percent.

Indeed, in other signs of the free-fall DesJarlais has seen since last week, DesJarlais' personal standing has fallen dramatically from our baseline survey in June and today his cool, or negative impressions have more than doubled to 29 percent, while warm, positive impressions of him have remained frozen at 26 percent. Consequently, his overall mean personal feeling thermometer has taken a remarkable tumble, from 56-degrees in June, to a tepid 46-degrees today, as measured on a scale from 0 to 100².

Importantly, just six in ten voters today report having read, seen or heard something about Congressman DesJarlais in the past week, and by a two to one edge, these voters report that it has made them less likely to support DesJarlais for Congress. Clearly, as more voters learn about the Congressman's scandalous behavior, this contest is likely to close further.

Bottom line, DesJarlais is in serious jeopardy today and if Eric Stewart can harness the resources necessary to press his case here, Democrats have a great chance to put this district in the win column Election Day.

¹ These findings are based on a survey of 400 likely November 2012 general election voters in TN CD4. Calling took place from October 14-15, 2012 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 +/- 4.9 percent. The margin of error for subgroups is greater and varies.

² Myers Research | Strategic Services uses a mean thermometer scale of zero to one hundred to measure candidate personal standing. Zero represents a very cool, negative feeling, one hundred represents a very warm, favorable feeling, and 50 means neither warm nor cool. The mean thermometer score is derived among respondents who can rate the candidates.