

Yacoubian Poll Election Update #2

Co-sponsored by WMC TV5

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Not To Be Released Until 6:00pm
Monday, July 19, 2010

July 16, 2010

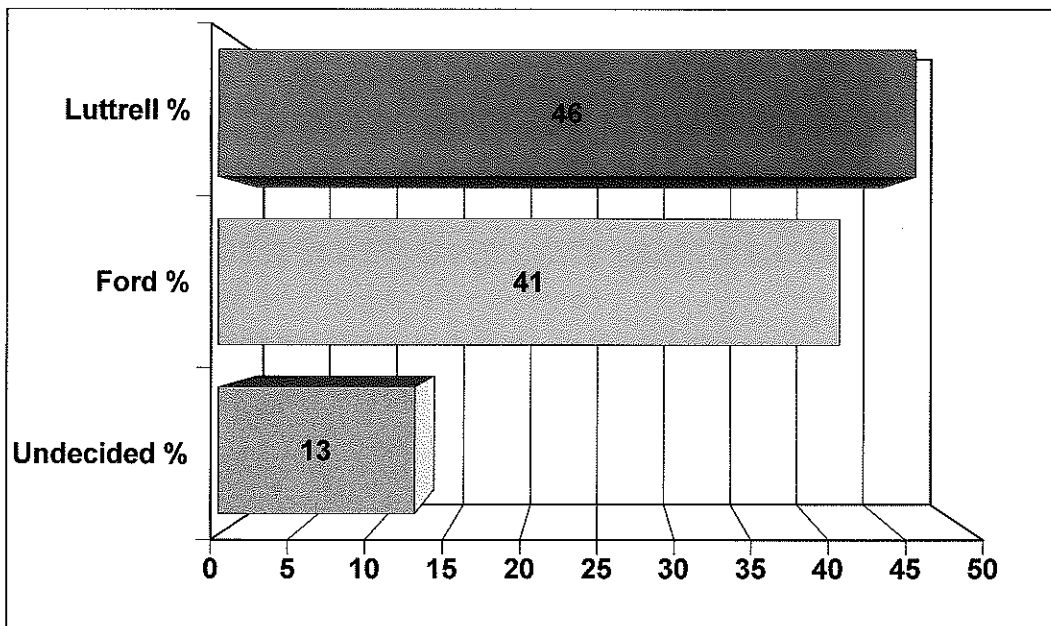
YACCOUBIAN
RESEARCH

Yacoubian Poll: July 13 - 14, 2010

Countywide Sample = 558 Likely Voters

1. In the election for Shelby County Mayor, Republican Mark Luttrell has a 5% lead over Democrat Joe Ford. (In the June 10th Yacoubian Poll, both candidates were tied with 40% each.)

Chart 1: Likely Voters in Shelby County Mayoral Race (N=558)



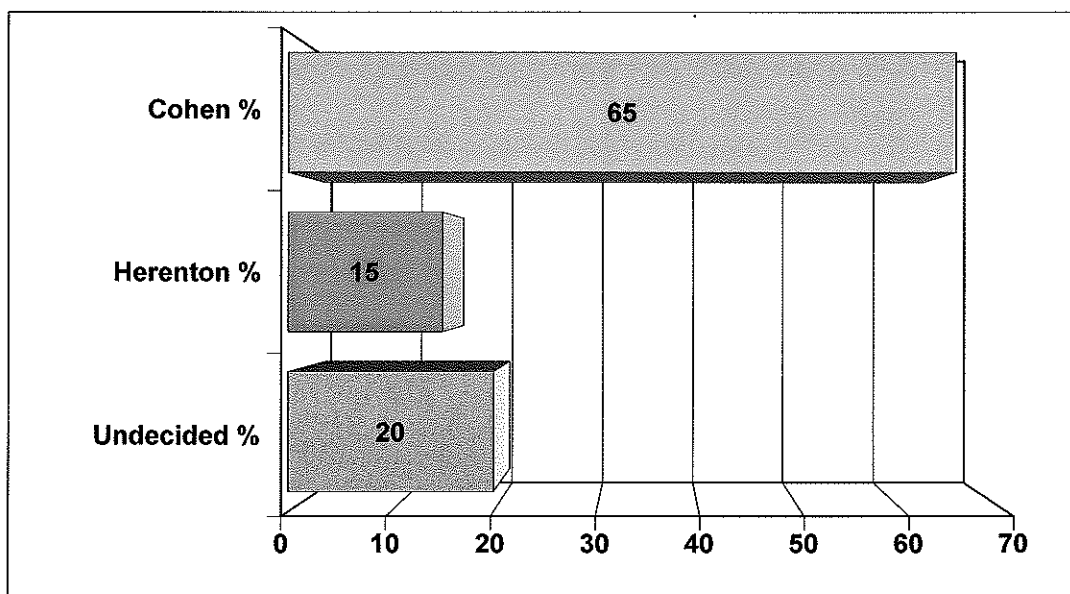
2. Of the 13% who are still undecided, 61% are African-American voters and 39% are white voters. (Extrapolating the undecided vote along current trends would give Luttrell 51% and Ford 49%.)
3. In sum, the Shelby County Mayor's election is still very close.

9th District Congressional Election

Sample: 273 Democratic Primary Voters

1. Steve Cohen will easily win the Democratic Primary election for 9th District Congress by at least 60% and possibly 70% of the vote. He leads Herenton even among African-American voters.

Chart 2: Democratic Primary Voters in 9th District Congressional Race (N=278)



2. **Of the 20% undecided voters, all are African-American. Willie Herenton is likely to get most or all of them.**
3. Redistributing the undecided vote would still produce a 60% Cohen victory, even if Cohen loses about 15% of his current support among African-American voters.
4. In sum, this is a referendum on Cohen and all Democrats, regardless of race, want to re-elect Steve Cohen to Congress.

Weighted Frequencies

1. First of all, in the August 5th election for Shelby County Mayor, do you plan to vote for Republican Mark Luttrell or Democrat Joe ford?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mark Luttrell	239	42.9	42.9	42.9
	Joe Ford	210	37.7	37.7	80.6
	Not sure	108	19.4	19.4	100.0
	Total	557	100.0	100.0	

2. (If not sure): As of today, which one are you leaning towards?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mark Luttrell	16	2.8	14.5	14.5
	Joe Ford	17	3.1	16.0	30.6
	Not sure	75	13.5	69.4	100.0
	Total	108	19.4	100.0	
Missing	System	449	80.6		
Total		557	100.0		

3. Which Primary Election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican Primary	185	33.2	33.2	33.2
	Democratic Primary	316	56.6	56.6	89.9
	Not sure	57	10.1	10.1	100.0
	Total	557	100.0	100.0	

4. (If Democrat): Do you now live in the 9th Congressional District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	273	49.0	86.1	86.1
	No	44	7.9	13.9	100.0
	Total	317	56.8	100.0	
Missing	System	240	43.2		
Total		557	100.0		

Weighted Frequencies

5. (If Democrat): In the Democratic Primary for 9th District US Congress, do you plan to vote for Steve Cohen or Willie Herenton?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Steve Cohen	177	31.8	65.0	65.0
	Willie Herenton	40	7.1	14.5	79.5
	Not sure	56	10.0	20.5	100.0
	Total	273	49.0	100.0	
Missing	System	284	51.0		
Total		557	100.0		

6. In which of the following range does your age fall?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 45	111	19.9	19.9	19.9
	45 - 64	248	44.5	44.5	64.4
	65 or older	198	35.6	35.6	100.0
	Total	557	100.0	100.0	

Race and Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White Male	117	20.9	20.9	20.9
	White Female	165	29.6	29.6	50.5
	Black Male	106	19.0	19.0	69.4
	Black Female	170	30.6	30.6	100.0
	Total	557	100.0	100.0	

9. Do you live inside the Memphis city limits or outside the city limits in Shelby County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inside Memphis city limits	419	75.2	75.2	75.2
	Outside Memphis city limits	138	24.8	24.8	100.0
	Total	557	100.0	100.0	

Weighted Frequencies

Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fra/Ral/Bart/Arl	119	21.4	21.4	21.4
	DT/MT/SS	65	11.6	11.6	33.1
	Chick/Cher	94	16.8	16.8	49.9
	EMphs/Gtown	114	20.5	20.5	70.4
	WW/Whaven	81	14.6	14.6	85.0
	OH/PV/Coll	84	15.0	15.0	100.0
	Total	557	100.0	100.0	

		Total		1. First of all, in the August 5th election for Shelby County Mayor, do you plan to vote for Republican Mark Luttrell or Democrat Joe ford?		
		Sample		Mark Luttrell	Joe Ford	Not sure
		Count	Column N %	Row N %	Row N %	Row N %
Total	Sample	557	100.0%	42.9%	37.7%	19.4%
3. Which Primary Election?	Republican Primary	185	33.2%	87.4%	4.4%	8.2%
	Democratic Primary	316	56.6%	17.0%	60.8%	22.2%
	Not sure	57	10.1%	41.8%	17.6%	40.6%
6. In which of the following range does your age fall?	Under 45	111	19.9%	31.8%	55.0%	13.2%
	45 - 64	248	44.5%	44.5%	33.3%	22.3%
	65 or older	198	35.6%	47.2%	33.4%	19.4%
Race and Gender	White Male	117	20.9%	80.0%	6.7%	13.3%
	White Female	165	29.6%	78.9%	5.6%	15.6%
	Black Male	106	19.0%	3.8%	70.0%	26.3%
	Black Female	170	30.6%	7.0%	69.9%	23.1%
Area	Fra/Ral/Bart/Arl	119	21.4%	57.2%	26.7%	16.1%
	DT/MT/SS	65	11.6%	18.4%	51.8%	29.8%
	Chick/Cher	94	16.8%	34.4%	43.4%	22.1%
	EMphs/Gtown	114	20.5%	75.6%	12.4%	11.9%
	WW/Whaven	81	14.6%	8.6%	72.6%	18.9%
	OH/PV/Coll	84	15.0%	39.7%	36.4%	23.9%

		Total		5. (If Democrat): In the Democratic Primary for 9th District US Congress, do you plan to vote for Steve Cohen or Willie Herenton?					
		Sample		Steve Cohen	Willie Herenton	Not sure	Not in 9th District	Republican	Not sure which primary
		Count	Column N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Total	Sample	557	100.0%	31.8%	7.1%	10.0%	7.7%	33.2%	10.1%
6. In which of the following range does your age fall?	Under 45	111	19.9%	32.8%	11.6%	10.1%	8.2%	24.4%	13.0%
	45 - 64	248	44.5%	31.8%	6.4%	10.7%	8.6%	31.4%	11.1%
	65 or older	198	35.6%	31.4%	5.5%	9.2%	6.2%	40.3%	7.3%
Race and Gender	White Male	117	20.9%	21.0%	.0%	.0%	2.9%	66.7%	9.5%
	White Female	165	29.6%	25.6%	.0%	.0%	6.7%	55.0%	12.8%
	Black Male	106	19.0%	40.0%	17.5%	20.0%	8.8%	6.3%	7.5%
	Black Female	170	30.6%	40.3%	12.4%	20.4%	11.3%	5.9%	9.7%
Area	Fra/Ral	119	21.4%	17.2%	4.2%	2.6%	15.3%	49.7%	11.0%
	DT/MT/SS	65	11.6%	51.2%	12.5%	9.1%	7.7%	9.1%	10.5%
	Chick/Cher	94	16.8%	46.3%	9.6%	8.7%	3.4%	19.8%	12.2%
	EMphs	114	20.5%	21.7%	2.3%	.0%	7.4%	53.5%	15.1%
	WW/Whaven	81	14.6%	35.1%	9.0%	37.1%	3.9%	11.3%	3.6%
	OH/PV	84	15.0%	32.3%	9.0%	10.2%	5.7%	36.9%	5.9%