

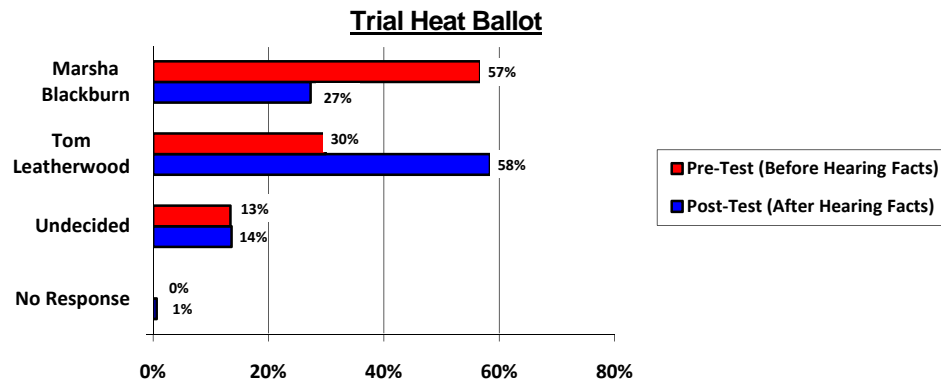
## Introduction

This one-page document demonstrates both that Tom Leatherwood has the potential to defeat Marsha Blackburn and that his campaign messages are working effectively as planned. The graph and table below show that: (1) after voters hear facts about both Marsha and Tom, Tom has the potential to defeat Marsha 58% to 27% and (2) his campaign has already worked to (a) reduce Marsha's vote to under 50% districtwide, (b) narrow the gap between the two to only 11 points districtwide, and (c) move Tom from a statistical tie to winning 2 to 1 in Shelby County where voters know both candidates well.<sup>1</sup> Additional funds are needed to get this proven message out to defeat Marsha.

## Benchmark Poll (March)

### Trial Heat Ballot: Actual (Pre-Test) vs. After Hearing Facts about Marsha and Tom (Post-Test)

- In the March Benchmark Poll, the trial heat ballot was measured as it stood at that time; then respondents were read several facts about Marsha and Tom as message tests, followed by another ballot question to see what impact those messages had on votes. In the initial ballot (the actual, pre-test before presenting the messages), Marsha led Tom 57% to 30%; however, after voters heard facts about each of them, Blackburn dropped to 27%, while Tom increased to 58%. This showed that Tom could win if he could get his message out to voters.



## Tracking Poll (June)

- The June Tracking Poll showed that Tom's campaign is working exactly as the message tests from the Benchmark Poll (shown above) showed would work. Based on Tom's campaign so far, with limited funds, he has caused Marsha to drop 9 points from 57% to 48%, while he has increased 7 points from 30% to 37% districtwide – a 16 point gain for Tom. Thus the gap between Marsha and Tom districtwide has narrowed from 27 points (57% - 30%) to only an 11 point difference (48% - 37%). Moreover, Tom is now winning in Shelby County, where voters know both candidates well, by a nearly 2 to 1 margin (55% ÷ 30% = 1.8).

	Total District		Shelby County	
	March 28-29 Benchmark	June 28-29 Tracking	March 28-29 Benchmark	June 28-29 Tracking
Column Reference <sup>2</sup>	(A)	(B)	(C)	(D)
Marsha Blackburn	57% b	48% a	44% d	30% c
Tom Leatherwood	30% b	37% a	40% d	55% c
Undecided	13%	13%	16%	12%
Declined to answer	0% b	2% a	0% d	3% c

<sup>1</sup> Both the March 28-29, 2008 Benchmark Poll and the June 28-29, 2008 Tracking Poll were based on scientific random samples of n=300 likely Republican Primary voters selected at random from people who voted in the August 2006 Republican Primary in District 7, with results weighted to the most recent, comparable Republican Primary in this District, which was the August 2004 non-gubernatorial year. Results of both polls are reliable within +/- 5.6 percentage points at the 95% confidence level.

<sup>2</sup> When a column is significantly different from another column, the other column's letter will appear below the data for the first column. An uppercase letter indicates the columns are different at the .01 significance level. A lowercase letter indicates the columns are different at the .05 significance level. For example, where "a" appears under Column B on Marsha's row, it shows that Marsha has declined significantly since March at the .05 (95%) confidence level and when "c" appears under Column D on Tom's row it means that he has increased significantly since March at the .05 (95%) confidence level. Note that when comparing two percentages from two independent samples the difference needed to be significant (i.e., greater than could be expected by chance) is less than the margin of error for one sample.