

To: Kitchen Cabinet/Key Supporters
From: Rob Jesmer
Re: Recent poll numbers

We came out of the field this morning with a survey (800 sample). There is a lot of good news in the poll.

Ballot:

Cornyn	50
Noriega	32
Schick	3

Image Rating

	Cornyn	Noriega
Fav	47	20
Unfav	17	11
Never heard	22	50
No opin	13	19
Refused	1	1

A couple other important notes: we lead ticket splitters 50-25 and McCain is leading Obama 55-32.

You may note this is different from Rasmussen last week which had us leading 50-43. The crosstabs in that poll have us leading by 18% among ticket splitters. It is mathematically impossible for us to be leading ticket splitters by 18% and getting 90% of R vote and still only be leading by 7% if the partisan breakdown is accurately accounted for (it is widely accepted R's have +8 advantage). In other words, this poll oversampled

Democrats.

We get to party breakdown a little differently than some pollsters by asking vote behavior rather than what party you identify with. In other words, instead of asking are you a Republican or Democrat, we ask do you usually vote for R or D, sometimes vote R or D or a few more R than D (or D than R). Asking it this way produced 48 R and 37 D (indies would be distributed in these numbers).

We still need to work on our name ID and ballot which are not where they need to be. Cornyn favorables have improved +7 since we started TV but we have a little ways to go. As it relates to ballot, we are at the all important 50% threshold but we should be able to boost this a few more points once TV really starts to penetrate.

Finally, what makes me feel best about where we are is what we haven't heard from Noriega campaign; their poll numbers. They have several payments to their pollster on their FEC report and haven't released a poll since last November. What does this mean? They are looking at something close to what we are looking at. Trust me, if they had good numbers, they would get them out.

We are in good shape but I don't want to give the false impression we don't have a lot of work to do. Although Noriega is a weak, underfunded candidate that is way to the left of the Texas electorate (and prone to angry outbursts!), we are operating in an extremely volatile and fluid political climate. Also, he is starting TV Thursday which will no

doubt be negative. Simply put, we will likely have to navigate some bumpy days as the election approaches.

Finally, the numbers are going to close. I am here to tell everyone we are not going to win by 20 points but we are in good shape if we stick to our plan.

Thanks for all you do for Senator Cornyn.