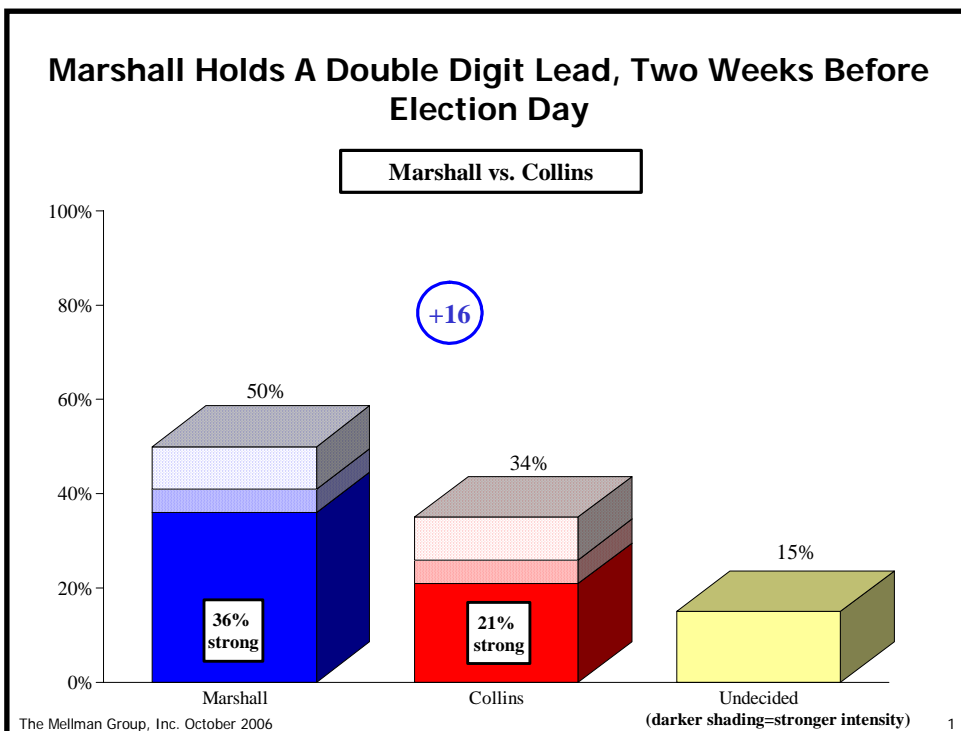


To: Congressman Jim Marshall
From: The Mellman Group, Inc.
Re: Georgia's Eighth Congressional District Poll
Date: October 26, 2006

This analysis represents the findings from a survey of 400 likely general election voters in Georgia's Eighth Congressional District, who were interviewed by telephone October 21-24, 2004. The study is based on a voter file sample and screened for the likely 2006 electorate. The margin of error for this survey is +/-4.9% at the 95% level of confidence. The margin of error is higher for subgroups.

Our recently completed poll shows Democratic Congressman Jim Marshall well positioned going into the final stretch of the 2006 general election. Marshall holds a 16-point lead in the Congressional race and has reached the 50% threshold (50% to 34%). Voters in Georgia's Eighth District hold Marshall in high regard, and they give him strong marks for the job he is doing in Congress. Finally, beneath the surface, Marshall has been successful in defining himself in specific, positive terms with his constituents.



Marshall Holds A Double Digit Lead Over His Challenger

In a head-to-head match-up against Republican challenger Mac Collins, Marshall earns fifty percent (50%) of the vote, leading his challenger by 16 points. Marshall expands his double-digit lead among voters who know both candidates, earning fifty-four percent (54%) of the vote to Collins' thirty-six percent (36%). Most of Marshall's support is strong support, with

thirty-six percent (36%) of all voters indicating that they strongly support Marshall in this election; and forty-four percent (44%) of voters who know both candidates indicating that they strongly support Marshall. So, there is clearly strong support for the incumbent even among those who already know Collins. Furthermore, Marshall holds a lead across age, gender, and regional subgroups. The vote is tied 42% to 42% among white voters, while Marshall leads 76% to 13% among African American voters.

Marshall Is Well Established And Held In High Regard

Marshall is popular in the District. Over two-thirds of the voters in the District are familiar with their Congressman (68% hard name identification) and half (47%) hold favorable impressions of him, compared to just 21% who are unfavorable. Marshall is popular with independents and Republicans as well as Democrats, holding mean favorable scores far above 2.0, which is the usual standard for popularity. Furthermore, 43% approve of the job Jim Marshall is doing in Congress, compared to just 37% who disapprove—a net positive rating that is highly unusual in this political climate.

Voters Are Most Likely To Describe Marshall As Honest, With Strong Family Values, And Working To Protect Robins Air Force Base

Marshall's strength is also evident beneath the surface. Voters are likely to describe Marshall as someone who has strong family values and is honest. They also believe that he is working to protect the local military installations at Robins Air Force Base. Respondents were asked to rate Marshall on a number of image dimensions by placing each on a 4-point scale, where 1 is "does not describe at all" and 4 is "describes very well." One way to ascertain the strength of a candidate's image is to look at the number of image dimensions on which the candidate attains a mean score of 3.00. Marshall has several important traits that attain a mean score attaining 3.00. In addition to the three traits mentioned above (Marshall's mean score on protecting the military bases is 3.14; his "strong family values" score is 3.08; and his "honest" score is 3.05), Marshall scores high on "is working to help veterans" (2.99), "cares about people like you (2.96) and "understands rural Georgia" (2.95).

Perhaps most important, Marshall holds an advantage over Mac Collins on these traits, with mean scores noticeably higher than Collins' on key dimensions. For instance, voters rate Marshall higher on caring about people like them (+.40), working to hold down the cost of health care (+.40), on sharing their values (+.39), on honesty (+.39), on being effective (+.38), on working to improve education (+.35), on represents your point of view (+.33), on fighting to provide good rural health care (+.33), and on understanding rural Georgia (+.30).

Marshall's positive job ratings and public image show the strong fundamentals underlying his double-digit lead, putting the Congressman in a strong position in the final stretch of the campaign.