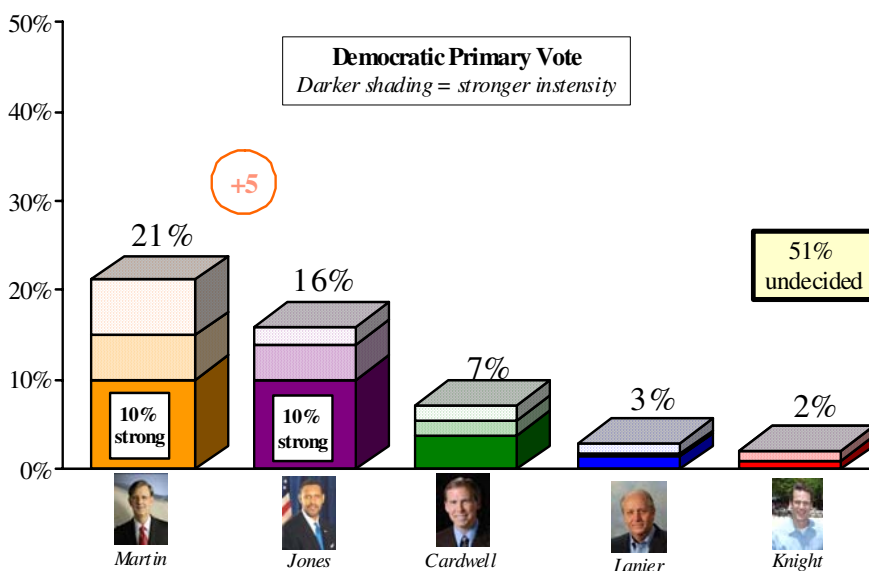


**To: Jim Martin for U.S. Senate**  
**From: The Mellman Group, Inc.**  
**Re: Georgia Democratic Primary Survey**  
**Date: June 5, 2008**

*This analysis represents the findings of a statewide survey of 600 likely July 2008 Democratic primary voters in Georgia, interviewed by telephone May 29-June 1, 2008. The study uses a voter-file based sample of registered voters to simulate the likely Democratic primary electorate. The margin of error for this survey is +/-4.0% at the 95% level of confidence. The margin of error is higher for subgroups.*

With six weeks until the Georgia Democratic primary Jim Martin leads in the race to become the party's nominee for the U.S. Senate. Martin leads in both the primary and in a potential run-off against his closest rival, Vernon Jones. Martin is the most popular candidate in the field, and has the broadest appeal. He is the only one equally well liked inside and outside the Atlanta media market, and among both white voters and the African American voters who have accounted for nearly half of the vote in the 2004 and 2006 primaries. While Jones is better-known, he has the highest unfavorables in the field, and a net unfavorable image even in his DeKalb County base. None of the others are particularly well-known or well-liked among those who them.

### Martin Leads Jones By 5-Points And Runs Ahead Of The Others By Double-Digits



### Martin Leads Going Into The Final Six Weeks

With 21 percent of the vote, Martin leads Jones by 5-points (16%) and leads the others by double-digits. He is the only one with statewide appeal, garnering over 20% in central Atlanta (Fulton, Dekalb, and Clayton Counties), the rest of the Atlanta market, and the rest of the state.

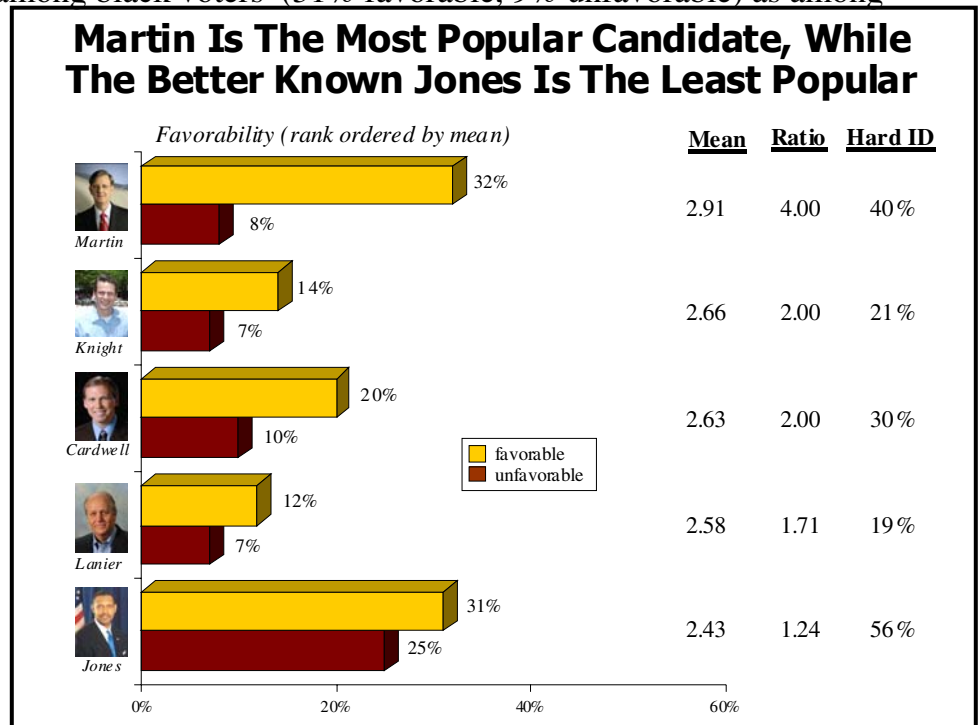
The initial vote suggests this may end in a run-off, which Martin also leads. In a head-to-head with Jones, Martin leads 31% to 25%, making him well-positioned for that race as well.

## Martin's Lead, and Potential for Growth, Is Built On Being The Most Popular In The Field

Martin goes into the home stretch as the best-liked candidate in the field. Thirty-two percent (32%) have a favorable opinion of him, compared to 8% with unfavorable opinions. This 4 to 1 ratio of favorable to unfavorable impressions puts him well above the 2 to 1 threshold which is one commonly accepted measure of a strong personal image.

Martin is as well liked among black voters (31% favorable, 9% unfavorable) as among white voters (33% favorable, 5% unfavorable). He holds a similar favorable image across every region of the state.

While Jones is better known (Jones: 56% ID; Martin: 40% ID), he is also a much more polarizing figure. His unfavorables (25%) are higher than for any other candidate in the field, and nearly as high as his favorables (31%). In DeKalb, where Jones serves as County CEO, he is relatively unpopular, with only 40% having a favorable opinion of him, compared to 51% with an unfavorable opinion. At this point, less than a third know Cardwell, and ever fewer know Knight or Lanier. Even among those who already know them, Cardwell, Lanier and Knight are not particularly well-regarded, or nearly as popular as Jim Martin is within his base.



By comparing the candidates' mean, or average, favorability, we can gauge their relative popularity while factoring out differences in name identification. Each respondent's ratings for each candidate are placed on a 1 to 4 scale, where 1 represents "very unfavorable" and 4 represents "very favorable." On this measure, Martin is significantly more popular than the others, with a mean of 2.91, and at 2.43, Jones is the least popular.

**Martin's personal standing has already translated into a lead. If his early fundraising success continues, he will solidify his standing as the best positioned to win the nomination.**