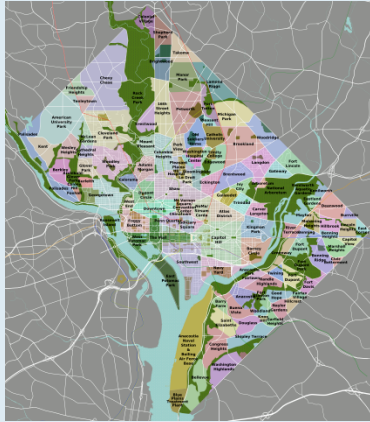




Voter Survey
D.C. Democratic Primary for Mayor and Council Chairman
August 2010



SURVEY INFORMATION AND METHODOLOGY

SAMPLE

Registered Democrats in Washington, D.C.
Sample composition:
GENDER: 57% women, 43% men
RACE: 52% African American, 40% white, 8% other

SAMPLE SIZE

501 – margin of error = +/- 4.4%

INTERVIEW DATES

August 15-16, 2010

INTERVIEWING METHOD

Live telephone interviewing

CONDUCTED BY

Clarus Research Group
Ron Fauchaux, President
Note: Clarus conducted this survey for its own use. No client, candidate, or political committee sponsored or paid for this survey.

KEY

An asterisk (*) indicates 0.4% or less.
Due to rounding, columns do not always add up to 100%.

KEY FINDINGS:

- *Gray has a much better personal favorability rating than does Fenty. Gray easily clears the 50% mark of those who are familiar with him, while Fenty is in the mid-40s.*

- *Gray's favorability is much stronger among African American voters (70%) than whites (39%). On the flip side: Fenty's favorability is much stronger among whites (63%) than African Americans (33%).*

- *Other candidates for Mayor in the Democratic primary besides Fenty (the incumbent Mayor) and Gray (the incumbent Council Chair) clearly are hindered by low name recognition.*

- *Kwame Brown, candidate for Council Chairman, has a slightly better recognition factor and favorability rating than does his major opponent, Vincent Orange.*

RECOGNITION & FAVORABILITY

I am going to read you a few names. For each one, please tell me if you are familiar with that person and, if so, whether you have a favorable or unfavorable opinion of them – *(Only asked favorability question of respondents who said they were familiar with the person)*

	Familiar	Not Familiar	Favorable	Unfavorable	Not sure/ Don't know
Adrian Fenty	98%	2%	46%	42%	10%
Vincent Gray	89	11	55	20	14
Kwame Brown	79	21	45	17	17
Vincent Orange	75	25	40	15	20
Leo Alexander	29	71	8	3	18
Sulaimon Brown	24	76	5	7	12
Ernest Johnson	21	79	2	4	15
Dorothy Douglas	19	81	1	4	14

KEY FINDINGS:

- *Fenty has improved his job rating since the last Clarus poll. Fenty now has an approval rating of 49% among Democratic primary voters – in the November 2009 Clarus poll, Fenty’s job approval was 41% among Democrats surveyed.*
- *Fenty has a 70% job approval rating among whites and 33% among African Americans. Black women rate Fenty the lowest: 31%.*
- *Rhee does much better among white voters (79%) than blacks (28%). Rhee gets positive marks from 80% of white women, her strongest demographic, and 25% from black women, her weakest demographic.*
- *Lanier remains the undisputed champ of D.C. government: Her ratings are strong across the board.*
- *Compared to other legislative bodies across the nation, the D.C. Council does remarkably well.*

APPROVAL RATINGS I am now going to read you a list of local public officials. Please tell me whether you approve or disapprove of the job each is doing...

	Approve	Disapprove	Don't know/ no answer
Mayor Adrian Fenty	49%	41%	9%
Education Chancellor Michelle Rhee	50	35	15
Police Chief Cathy Lanier	80	7	13
Attorney General Peter Nickels	27	18	54
The D.C. City Council	62	22	16

KEY FINDINGS:

- Gray has a 3-point lead among all voters surveyed and a 5-point lead among voters most likely to vote in the Sept. 14 Democratic primary. (This survey defines likely voters as those who said they are “very likely” to vote in the primary for mayor.)

- The electorate is sharply divided by race. Incumbent Fenty is polling a 42-point lead among whites while Gray is polling a 38-point lead among African Americans. Black women are most enthusiastic about defeating Fenty: they prefer Gray by a wide 42-point margin.

- Voter turnout could well determine the winner of the mayoral primary. A high white turnout is clearly Fenty’s best path to victory. Conversely, a high African American turnout is Gray’s best path to winning the primary.

DEMOCRATIC PRIMARY FOR MAYOR Of the following candidates in the D.C. Democratic primary for MAYOR, which one would you most likely vote for — (ROTATE) Leo Alexander, Sulaimon Brown , Adrian Fenty, Vincent Gray, or Ernest Johnson?

	All	Likely	White	Black	White Men	White Women	Black Men	Black Women	Ward 2 &3	Ward 1, 4 & 5	Ward 6, 7 & 8
Vincent Gray	39%	41%	19%	54%	21%	17%	50%	57%	26%	37%	50%
Adrian Fenty	36	36	61	16	60	63	19	15	59	37	20
Leo Alexander	2	1	*	2	*	*	2	2	*	2	2
Sulaimon Brown	1	1	*	3	*	*	2	2	*	*	4
Ernest Johnson	*	*	*	1	*	*	1	*	*	*	1
Undecided/ Don't know (VOLUNTEERED)	22	21	19	25	19	19	26	24	15	24	24

KEY FINDINGS:

- Voters were presented with a hypothetical Fenty vs. Gray head-to-head question AFTER they were presented with the multi-candidate question.

- These numbers show that the head-to-head match-up benefits Gray. He expands a 3-point lead in the multi-candidate field to 6 points in the two-candidate field. Gray's lead among likely voters expands to 8 points in this hypothetical match-up.

- In the November 2009 Clarus poll, Gray posted a 4-point lead over Fenty in a head-to-head match-up.

FENTY V. GRAY If there were just two candidates in the primary for MAYOR – (ROTATE) Adrian Fenty and Vincent Gray – which one would you most likely vote for?

	All	Likely	White	Black	White Men	White Women	Black Men	Black Women	Ward 2 & 3	Ward 1, 4 & 5	Ward 6, 7 & 8
Vincent Gray	44%	46%	20%	63%	20%	20%	58%	65%	26%	41%	59%
Adrian Fenty	38	38	66	17	69	62	20	16	63	41	21
Undecided/ Don't know (VOLUNTEERED)	17	17	14	20	11	19	22	19	11	18	20

KEY FINDINGS:

- *Brown posts a 10-point lead over Orange in the Council Chairman's primary race. He does even better among likely voters, expanding his lead to 12 points.*
- *Brown does better among blacks (47%) than whites (31%). The two top candidates are in a statistical tie among white voters, although Brown posts a strong lead among African Americans.*

DEMOCRATIC PRIMARY FOR CITY COUNCIL CHAIRMAN D.C. will also have a Democratic primary election for City Council Chairman next month. Of the following candidates for Council Chair, which one would you most likely vote for – (ROTATE) Kwame Brown, Dorothy Douglas, or Vincent Orange?

	All	Likely	White	Black	White Men	White Women	Black Men	Black Women	Ward 2 & 3	Ward 1, 4 & 5	Ward 6, 7 & 8
Kwame Brown	39%	42%	31%	47%	33%	28%	46%	47%	33%	38%	44%
Vincent Orange	29	30	28	29	31	23	35	25	28	29	29
Dorothy Douglas	3	2	*	5	*	1	2	7	4	2	4
Undecided/ Don't know (VOLUNTEERED)	29	26	42	19	36	49	17	20	35	31	24