
CONFIDENTIAL – STATE OF THE RACE

TO: PARKER STEERING AND FINANCE COMMITTEES
FROM: ADAM HARRIS, CAMPAIGN MANAGER, ANNISE PARKER FOR MAYOR
SUBJECT: STATE OF THE RACE – GENERAL ELECTION RESULTS, WHAT HAPPENED, AND POLLING
DATE: 11/8/2009
ATTCHS: MURRAY PRECINCT RESULTS ANALYSIS, CHRONICLE/ZOBY POLL, KHOU/KUHF/BOB STEIN POLL

The precinct results are in and the numbers are very encouraging. Annise Parker demonstrated her strength across the city. With a strong first place finish, Parker's campaign enters the runoff with the most marked momentum. Even more telling are the precinct level results. Our runoff opponent finished far back among every demographic except his own base. Below are some of the key findings and attached is an analysis of the vote completed by local political consultant Keir Murray, currently working with Ron Green's campaign.

GENERAL ELECTION RESULTS

- **The WESTSIDE:** Parker takes 33% to Locke's 13%. The rationale for a Locke candidacy for a year has been that he could appeal to Westside voters. He has failed to connect or gain their support. **Parker meanwhile led the pack among Westside voters who made up 26% of the vote.**
- **AFRICAN-AMERICAN:** Locke increased his share to 68%, far below Sylvester Turner's 81.3% and far below the 95% secured by Mayor Lee Brown. Perhaps most surprising is the utter failure of a Locke turnout operation (if it existed at all). While most expected African Americans to make up 30% of the electorate, their share was only 17%. **Locke still has not solidified support among African Americans, and has a rather heavy lift to get these voters to go to the polls for him.**
- **INNER LOOP:** Parker's 51% swamps Locke's 13%. These voters overwhelmingly preferred Parker to Locke and will be back out to vote again and made up 21% of the vote. This margin of voters begins to illustrate the margins that Parker will be able to bank in the runoff.
- **KINGWOOD/CLEAR LAKE:** While Morales performed well here, Parker came in second in Clear Lake and a close third in Kingwood. Locke came in last with 12% in Clear Lake and 8% in Kingwood. In the runoff, his prominent role in the annexation of Kingwood will prove poison to his overtures in these areas.

WHAT HAPPENED

- **CAMPAIGN ATTACKS:** The close of the general election saw Brown hammer Locke (and Parker) in over 80,000 direct mail pieces to GOP and independent households. More importantly, Brown clobbered Locke with a hard-hitting television ad that ruined his chances among Westside moderates and fiscal conservatives. Locke's campaign, out of money, managed a meager 66 points on television, did not (and still has not) respond to the attack. The Parker campaign saw the size of the mail attacks and responded by adding approximately 500 points of television and changing to an ad that debunked Brown's attacks on her.
- **EARNED MEDIA:** Public polls anointed Peter Brown the frontrunner in the week going into the election and voters finally began to give him a closer look. In that week, the Locke and Brown campaigns engaged in a highly reported spat about the support of African American ministers. By Wednesday, Brown's television had changed to an attack on Locke, and the undecided voters quickly slid to Parker and Morales.
- **TURNOUT OPERATIONS:** The Parker campaign mounted an aggressive field campaign in her targeted areas for the General election. Internal analysis of turnout using control precincts compared to targeted precincts demonstrate that the Parker campaign was able to increase turnout by 10% using volunteers to contact voters in the final days of the campaign. Though the Brown campaign deployed a paid phone bank to push soft Republicans and independents to the polls, it appears their efforts pushed voters to the polls for Morales and Parker. Locke's campaign had already expended at least \$150,000 for field consulting and tens of thousands in "payroll/blockwalker" according to their 8-day report. It will be impossible to know until the next 8-day report how much he spent on turnout operations, but spot reports on Election Day showed very little activity, and at 17% turnout in the African American community, it appears that Locke's turnout operations were broken at best or non-existent at worse.

POLLING – Head to Heads/Second Choices

- **KHOU/KUHF/BOB STEIN POLL:** It is important to note that none of the poll's sponsors or the pollster to date has disclosed that the pollster's son-in-law is a senior staffer with Gene Locke's campaign. In this poll, completed two weeks before the election, Stein included a runoff head to head question. **PARKER LEADS LOCKE BY 13 POINTS, 48-35.**
- **HOUSTON CHRONICLE/ZOGBY POLL:** In this poll completed almost three weeks before the election, Zogby included a runoff head to head question. **PARKER LED LOCKE BY 8.2%, 34.2 – 26.**
- **PARKER INTERNAL POLLING/LAKE RESEARCH:** Throughout the entire campaign, Parker has remained the leading second choice candidate; Locke remained third among second choices. In laymen's terms, this means that after other candidates are out of the race, most of their supporters move to Parker, and to a greater degree than Locke. **PARKER GAINS SUPPORT IN A RUNOFF AGAINST LOCKE.**