



FOR IMMEDIATE RELEASE
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NEW POLL: MORRIS/SCALISE RUNOFF LIKELY

Voters Very Familiar With Ben Morris

According to a new poll, conducted by Dr. Verne Kennedy of MRI, Slidell Mayor Ben Morris and State Senator Steve Scalise are well ahead of other competitors and likely to face each other in a runoff.

The poll conducted January 8th and 9th is the most recent survey to be released. In fact, it is the only poll to come after the announcement by Parish President Kevin Davis that he would not run for Congress.

In the survey, Mayor Morris showed extremely high name ID and positive awareness. His total name ID showed nearly 60% and he had positive negative ratio of five to one.

In a head-to-head survey, Mayor Morris and Scalise are statically tied with 22% and 27% respectively. State Representative Tim Burns and Councilman John Young trail significantly with 6% and 12% respectively.

(continued)

Building On A Strong Base

“Ben Morris should be very pleased with these results,” said Dr. Kennedy. “His high positive name ID reflects his years of hard work and no-nonsense approach to governing. These are extremely impressive numbers for a local mayor. When you combine his name ID and the fact that he represents the most populous city on the Northshore, things look very good for the Morris campaign.”

Ben Morris was first elected Mayor of Slidell in 2002 when he won an impressive outright primary victory. Most recently the Mayor was re-elected in 2006, winning over 80% of the vote. Prior to serving as Mayor, Ben Morris served three terms as Slidell’s Chief of Police. Morris is a Republican candidate in the upcoming primary election to be held on March 8th. 57% of the registered voters in the 1st District reside on the Northshore, with Slidell being the largest municipality on the Northshore.

The 300 sample survey was conducted January 8th and 9th by Market Research Insight and is available for review at www.benmorrisforcongress.com.

ABOUT MRI & DR. KENNEDY

MRI is a full service marketing research company providing research based marketing strategies for political campaigns. Market Research Insight, like many successful companies, is a product of its founder. Dr. Verne R. Kennedy has gained national recognition in both marketing research and higher education. A native of New Orleans, he completed his Ph.D. degree at Louisiana State University and post-doctoral studies at the University of Wisconsin. Dr. Kennedy held faculty positions at the University of Georgia, the University of South Alabama, and Louisiana College, before accepting the presidency of Belhaven College in 1978. Dr. Kennedy fulfilled all requirements for his Ph.D. degree at age 25 and was a college president at age 36. In 1986, Dr. Kennedy left higher education to devote full attention to the research firm.

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Note: See Attached Survey.

To Reach Dr. Kennedy for comment please call 850-433-9191

SURVEY NAME: LOUISIANA 1st CONGRESSIONAL DISTRICT SURVEY
SAMPLE SIZE: 300 LIKELY REPUBLICAN PRIMARY VOTERS
FIELD DATES: JANUARY 8 - 9, 2008
JOB NUMBER: 08110

Hello, my name is _____ with MRI. We do not sell anything; we just conduct various types of opinion surveys. Tonight we are conducting a public opinion survey among registered Republican voters concerning the Special Election to elect a new Congressman to replace Bobby Jindal who was elected Governor. Results are completely confidential.

Do you or does anyone in this household work for:

- The news media? (IF YES, POLITELY TERMINATE)
- Advertising or public relations? (IF YES, POLITELY TERMINATE)
- A marketing research firm? (IF YES, POLITELY TERMINATE)
- Is an elected public official or works directly for one? (IF YES, POLITELY TERMINATE)

1. In which Louisiana Parish do you live?

PARISH	
Jefferson	36%
Orleans	5%
St. Charles	2%
St. Tammany	35%
Tangipahoa	16%
Washington	6%

2. As I read a list of names, please tell whether or not you are familiar with each name. If you have never heard the name just say so. (RANDOM ORDER) The first/next name is Tim Burns. (IF RECOGNIZE, ASK...) Do you have a favorable or unfavorable opinion of him?

TIM BURNS NAME RECOGNITION	
No Recognition	75%
Favorable Recognition	12%
Neutral Recognition	11%
Unfavorable Recognition	2%
Total Awareness	25%

Hard Opinion Recognition	14%
Ratio Favorable/Unfavorable	6.0:1

3. The first/next name is Ben Morris. (IF RECOGNIZE, ASK...) Do you have a favorable or unfavorable opinion of him?

BEN MORRIS NAME RECOGNITION	
No Recognition	41%
Favorable Recognition	35%
Neutral Recognition	17%
Unfavorable Recognition	7%
Total Awareness	59%
Hard Opinion Recognition	42%
Ratio Favorable/Unfavorable	5.0:1

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4. The first/next name is Steve Scalise. (IF RECOGNIZE, ASK...) Do you have a favorable or unfavorable opinion of him?

STEVE SCALISE NAME RECOGNITION	
No Recognition	38%
Favorable Recognition	36%
Neutral Recognition	22%
Unfavorable Recognition	4%
Total Awareness	62%
Hard Opinion Recognition	40%
Ratio Favorable/Unfavorable	9.0:1

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5. The first/next name is John Young. (IF RECOGNIZE, ASK...) Do you have a favorable or unfavorable opinion of him?

JOHN YOUNG NAME RECOGNITION	
No Recognition	56%
Favorable Recognition	23%
Neutral Recognition	16%
Unfavorable Recognition	5%
Total Awareness	44%
Hard Opinion Recognition	28%
Ratio Favorable/Unfavorable	4.6:1

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6. Since Bobby Jindal was elected Governor, the 1st Congressional District will need to elect a person to complete his term. Louisiana will conduct this election for Congress in Party Primaries like most states. In a Republican Primary for Congress held today, which candidate would you favor (RANDOM ORDER) Tim Burns, Ben Morris, Steve Scalise, and John Young?

TRIAL HEAT	
Tim Burns	6%
Ben Morris	22%
Steve Scalise	27%
John Young	12%
Uncertain	33%

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7. *Thank you, that completes the opinion section of the survey. Now, a few questions for demographic purposes and we'll be finished.*
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8. Which of the following categories includes your age? Just stop me when I get to the right one. (READ CATEGORIES)

VOTER AGE	
18-29 Years	4%
30-44 Years	21%
45-59 Years	39%
60 Years & Over	37%

9. Which of the following categories includes your annual household income? When I read the correct category, just tell me.

ANNUAL HOUSEHOLD INCOME	
Under \$20,000	5%
\$20,000 to \$39,999	12%
\$40,000 to \$59,999	21%
\$60,000 to \$100,000	27%
Over \$100,000	35%

10. And, your gender is male or female? (CONTINUE WITH...) Are you employed outside the home?

GENDER AND EMPLOYMENT STATUS	
Employed Male	33%
Not Employed Male	16%
Employed Female	29%
Not Employed Female	23%

This concludes our survey. Thank you for your time.