



To : Interested Parties
From : Jeff Smith
Date : September 22, 2010
Subject: The State House District 134 Race

Opinion Analysts recently completed a survey of 401 likely 2010 General election voters in Texas State House District 134. The poll was conducted September 10-15. The sample size is sufficient for statistical accuracy within +/- 4.9% at the 95% confidence level. The following remarks are based on the results of that survey and a similar survey from March of this year.

In 2006, Ellen Cohen reclaimed the HD 134 seat for the Democrats, amassing nearly 55% of the vote against incumbent Martha Wong. In 2008, Cohen beat back a Republican challenge with 56% of the vote. And now, just a few weeks before the 2010 election, Cohen is poised to do as well or better in her re-election bid.

The initial (uninformed) trial heat in the HD 134 race currently shows Cohen leading by a 57% - 30% margin and holding a substantial lead among every demographic group. Various tests demonstrate that Cohen is unscathed by the traditional Republican wedge issue attacks at the same time that she is clearly in tune with the voters of her district on important issues like insurance reform, taxes and education.

Ellen Cohen is remarkably well-known for an urban State Representative. Her very positive image and job ratings are virtually unchanged from those recorded in March and her "re-elect" margin stands at 52% to 21% - very strong numbers in a down-ballot race. Republican Sarah Davis' image ratings have barely crept up in the past six months, with only 10% offering a Favorable rating while 72% have never heard of her.

Conclusion. This race is remarkably stable over the past six months. Ellen Cohen holds a very strong position for re-election even in the face of a bad year for incumbents generally. Sarah Davis has shown no ability to mount a serious challenge since the primary. This one will be counted as a hold for the Democrats in 2010.