
POLLING MEMO

TO: INTERESTED PARTIES
FROM: RYAN REYNOLDS, VICE PRESIDENT
SUBJECT: LEWIS MAINTAINS LEAD IN MINNESOTA'S SECOND
DATE: OCTOBER 11, 2016

Wilson Perkins Allen Opinion Research conducted research among likely voters in Minnesota's Second Congressional District on behalf of the National Republican Congressional Committee (NRCC). WPA selected a random sample of registered voters from the Minnesota voter file. The sample for this survey was stratified based on geography, age, ethnicity, and gender. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview October 9 – 10, 2016. The study has a sample size of n=400 likely voters in Minnesota and a margin of error equal to $\pm 4.9\%$ in 95 out of 100 cases.

Lewis Leads

Data shows Jason Lewis leading on the ballot by three points, with one-quarter of likely voters (25%) definitely voting for him. About one-quarter of the electorate remain undecided (26%).

Overall	
Total Lewis	36%
Total Craig	33%
Undecided	26%

Among Independents, Lewis (36%) leads by double digits – 12 points – with less than one-quarter of the Minnesota's Second Congressional District voting for Craig (24%).

Independent Voters	
Total Lewis	36%
Total Craig	24%

Lewis' Image

Despite a deluge of negative attacks, Lewis' image is neutral at a favorable to unfavorable ratio of one-to-one, with over seven-in-ten likely voters having heard of Lewis (71%). Nearly one-third of Independents (32%) have a favorable impression of Lewis with his favorable to unfavorable ratio at 1.14:1 among these voters.

	Total Lewis	Independent Voters
Total Favorable	29%	32%
Total Unfavorable	29%	28%
Name ID	70%	73%

Craig's Image

Craig, on the other hand, continues to struggle to build name ID with only 57% of the electorate having heard of her. Given her weak image, there is still plenty of room to define her as an unacceptable rubber stamp for Nancy Pelosi.

	Total Lewis	Total Craig
Total Favorable	29%	23%
Total Unfavorable	29%	15%
Name ID	70%	57%

Conclusion

With Lewis maintaining his lead as the election draws near it is clear, that despite a barrage of negative attacks, Jason Lewis is proving to be a strong candidate for Minnesota's Second Congressional District. This is especially true given the lack of impact partisan attacks have had with his support among Independent voters. Furthermore, even after spending hundreds of thousands of dollars on voter contact, Angie Craig's image has not improved significantly since August, leaving her vulnerable to attack as an extreme partisan.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.