

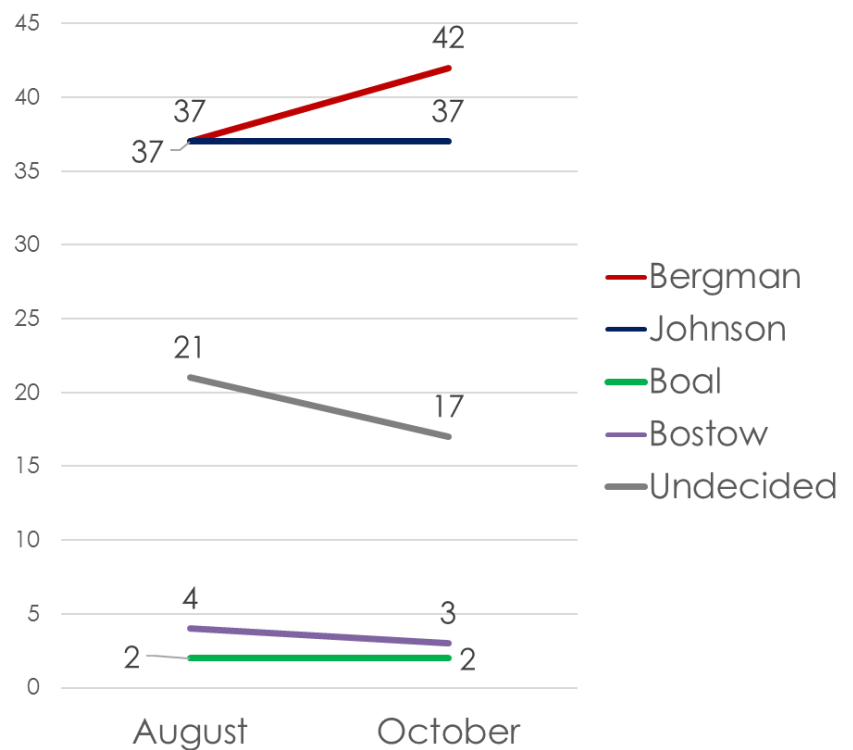


TO: Bergman for Congress
FROM: Brock McCleary
Date: October 11, 2016
RE: Key Poll Findings—Michigan Congressional District 1, General Election

In Michigan's 1st Congressional District, Republican Jack Bergman has emerged as the leader in a race that was tied in August.

Jack Bergman now has a 5% lead over Democrat Lon Johnson in the race for Congress, earning some separation from Johnson after the race was tied in our August survey.

Jack Bergman receives stronger party support (Republicans: 82% Bergman) than Johnson (Democrats: 73% Johnson) and posts a lead among Independents (37-33%). **He holds a strong lead among "somewhat conservative" voters (60-23%) and pulls into a tie with Johnson among "moderate" voters (36-36%), after trailing in August.** The data suggests that Johnson's attack ads against Bergman may be backfiring with key segments of the electorate.



Jack Bergman also leads Johnson among voters who say they are "very enthusiastic" about voting in November (45-38%).

METHODOLOGY: The sample size for the survey is 400 likely voters in Michigan Congressional District 1 and the margin of error is +/-4.9%. Responses were gathered through live caller interviews to both landlines and cell phones. The survey was conducted Saturday October 8- Sunday October 9, 2016 by Harper Polling. The total percentages for responses may not equal 100% due to rounding. The demographic profile of the survey sample is as follows: Female 52%, Male 48%; Republican 34%, Democrat 30%, Independent 32%, Not sure 4%; Cell Phones 30%, Landlines 70%.