



M E M O R A N D U M

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KEY FINDINGS: AL LG GOP PRIMARY RACE

DATE: FEBRUARY 7, 2018

Methodology

Public Opinion Strategies completed a statewide survey in Alabama. The survey was conducted February 3, 5, & 6, among 500 likely GOP primary voters. The survey included 150 interviews with cell phone respondents and has a margin of error of $\pm 4.38\%$ in 95 out of 100 cases.

Key Findings

1. ***Nearly three-quarters (74%) of voters have heard of Twinkle Andress Cavanaugh, while the rest of the field is relatively unknown.***

Cavanaugh boasts a 74% name ID, leading the field by over 50 points. Just 22% and 21% of voters respectively have heard of Rusty Glover and Will Ainsworth.

2. ***Cavanaugh is off to an early lead on the ballot.***

On the three-way ballot, Cavanaugh starts with one-third (33%) of voters supporting her. Eleven percent (11%) of voters pick Glover, while 7% choose Ainsworth. The remainder are undecided. **If the election were held today, based on her ballot and name ID, she would likely win without a runoff.**

Cavanaugh's share of the vote increases on the head-to-head ballot vs. Ainsworth, with 40% of voters picking Cavanaugh and 15% voting for Ainsworth.

The Bottom Line

Cavanaugh starts with a strong lead on the initial Lieutenant Governor ballot test among GOPers in Alabama. Upon learning more information about her background, voters say they are more likely to vote for Cavanaugh. A strong message campaign focusing on the conservative aspects of Cavanaugh's background will help to sway undecided voters toward Cavanaugh, making this a very winnable race.

About Public Opinion Strategies

Public Opinion Strategies is a national political and public affairs research firm. Its political client base includes 12 U.S. Senators, six Governors, 59 Members of Congress, and numerous state legislative caucuses. Since the firm's founding in 1991, Public Opinion Strategies has completed 218 research projects in Alabama and interviewed 73,042 Alabamans. Public Opinion Strategies counts former Congressman Jo Bonner and the Alabama Senate Republican Caucus as recent clients.