



MEMORANDUM

TO: Noah Wall
Colby Bledsoe
FreedomWorks

FROM: Dan N. Hazelwood
Targeted Creative Communications, Inc.

DATE: Thursday, July 19, 2018

RE: FL-27 Polling

Below are our findings about the FL-27 poll series we conducted for you. This data should be taken with the caveat of robo polls and bilingual results, as well as estimates of primary voters. Still, we have found this methodology to be very good for trendline and relative relationships of data within the survey. This means the data is going to seem different if compared to data gathered by other means, but I do have confidence in its internal reliability.

1st Round May Analysis

The raw numbers below show Salazar with an edge, 26-18. 57% undecided. So, the race is wide open. But I think this somewhat understates Salazar's position.

Fav/Unfav
Salazar 38/15
Barreiro 27/19

The cultural differences are interesting. Salazar is much stronger among ethnic Hispanics and Spanish speakers. Both candidates are far less known among non-Hispanics, but Salazar has more of a chance to make a positive impression. Barreiro's support is much more concentrated in Hispanic Spanish speakers. Therefore, they match strength against strength and it appears Salazar wins that comparison among those who know them both.

Both candidates can gain some easy ground among non-Hispanics by building basic favorable name id, because they are very weak there.

Both candidates appear better defined among the most likely primary voters. I would say with the statewide primary you need to expand outside the most likely Republicans here to the 3 of 4 and 2 of 4 primary voters.

The race is still very much open. But it feels better for Salazar right now.

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2nd Round July Analysis

The data has shifted very little for the most part. This underlines the accuracy of data that it is not changing substantially, as there is very little going on to shift it with a few exceptions.

Since May, immigration as the most important issues among Non-Hispanics has risen +11% (from 15% to 26%). Given the family separation stories, that is not surprising and increases elsewhere in the country are similar.

Also, on the Republican primary ballot, Maria Elvira Salazar has improved among Non-Hispanics by +11% (from 7% to 18%). Overall, you can see Salazar improving from a margin +8 to +16. Part of that is an apparent slight decline of Barreiro among Spanish speaking Republican primary voters. At this point, since it is statistically within the +/- of data gathering, I would not count on that decline, as I would argue the shift is more likely up to +13 or +14.

What is clear is that, among Non-Hispanic Republican primary voters, there are significant shifts denoting some activity.

Both candidates have seen modest improvements in hard favorable support. Barreiro's image has improved from +4 to +8, and Salazar's favorability rating also increased (from +1 to +3).

But Barreiro "heard of name ID" shifted up 7% with less negatives, while Salazar's numbers have not shifted outside the margin of error.

This is what is driving the ballot shift in Salazar's favor. In May, Salazar was losing this group 7%-15% with a massive 78% undecided. That has now improved to winning 18%-13% with 69% undecided.

Now this shift is noticeable, and something is having an impact. This adds further credence to my May analysis, "The race is still very much open. But it feels better for Salazar right now." This is still true, but there are now stronger indications it is better for Salazar.



FL-27 Polling Results, May & July 2018: N=274 for May and N=236 for July.

When you think about issues that affect your vote, which of the following issues is most important to you?

<u>May</u>	<u>July</u>	
12.8%	11.4%	Spending and Debt
24.1%	22.9%	Economy and Jobs
25.2%	25.0%	National Security
13.1%	16.5%	Immigration
8.0%	8.1%	Reducing the size of the federal government
16.8%	16.1%	None of these issues

On August 28th, there will be a Republican primary for Congress. If that election were held today, for which candidate would you vote?

<u>May</u>	<u>July</u>	
17.6%	15.6%	Bruno Barreiro
25.6%	32.2%	Maria Elvira Salazar
56.8%	52.1%	Unsure

Now, thinking about Bruno Barreiro, do you have a favorable or unfavorable opinion of Bruno Barreiro, or have you not heard of him?

<u>May</u>	<u>July</u>	
27.3%	25.6%	Favorable
18.9%	18.7%	Unfavorable
34.8%	35.5%	Heard of/No opinion
18.9%	20.2%	Have not heard of him

Next, thinking about Maria Elvira Salazar, do you have a favorable or unfavorable opinion of Maria Elvira Salazar, or have you not heard of her?

<u>May</u>	<u>July</u>	
37.5%	41.3%	Favorable
15.2%	16.8%	Unfavorable
27.2%	26.5%	Heard of/No opinion
20.1%	15.3%	Have not heard of her

Would you describe yourself as very conservative, someone conservative, moderate or liberal?

<u>May</u>	<u>July</u>	
43.6%	48.4%	Very conservative
30.0%	25.8%	Somewhat conservative
21.4%	20.0%	Moderate
5.0%	5.8%	Liberal

