PUBLIC OPINION STRATEGIES

M E M O R A N D U M

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KEY FINDINGS ON THE TEXAS CD-19 REPUBLICAN PRIMARY RACE

DATE: FEBRUARY 6, 2014

Methodology

Public Opinion Strategies conducted a telephone survey of 300 likely Republican primary voters in the 19th Congressional District for the Neugebauer Congressional Committee. Two-hundred fifty-five (255) interviews were conducted via landline, and 45 interviews were conducted via cell phone. The survey was conducted February 1-3, 2014, and has a margin of error of ± 5.66% in 95 out of 100 cases.

Key Findings:

1. *Congressman Randy Neugebauer has a considerable name ID and image advantage over his Republican primary opponents.*

Ninety-eight percent of likely Republican primary voters in the district have heard of Congressman Neugebauer, and his image with them stands at an impressive 74% favorable/19% unfavorable. On the other hand, primary opponents, Chris Winn and Dr. Donald May, have name ID below 50%: 46% for Winn and just 33% for May. Their images are equally unimpressive: Winn's image marginally bests May's, clocking in at 19% favorable/6% unfavorable to May's 11% favorable/3% unfavorable.

Neugebauer's strong overall image is buoyed by stellar favorable ratings among core primary voter blocs: 90% among base GOPers who are very conservative; 84% among base GOPers who are seniors; 86% among base GOPers who are favorable toward the Tea Party; and 87% among base GOPers who are religious conservatives.

2. ***The Congressman's impressive image among likely GOP primary voters translates into a strong showing on the primary ballot test.***

In a three-way primary contest between Neugebauer, May, and Winn, Neugebauer earns 70% of the vote to May's 8% and Winn's 6%. Just 15% of voters say they are undecided. Notably, the Congressman's committed vote—the 49% of voters who say they are definitely voting for him—more than triples the combined total vote of both May and Winn.

And there's more: Neugebauer outperforms his overall ballot score among the crucial core primary voter blocs. Across all of these subgroups, Neugebauer's support soars into the high 70s and low 80s. He earns 83% among base GOPers who are very conservative; 78% among base GOPers who are seniors; 79% of base GOPers who are favorable toward the Tea Party; and 78% among base GOPers who identify as religious conservatives. The Congressman's opponents, however, do not garner more than 9% on the ballot test among any core primary voter blocs.

Interestingly, 78% seems to be the magic number for the Congressman: it happens to be his ballot score among the groups that matter most in a Republican primary. Neugebauer's 78% with base Republicans, with very conservative voters, and with voters strongly favorable toward the Tea Party means not only that his support among these key groups outpaces his overall support of 70%, but also that the primary voters most likely to turn out—read: these voters—strongly back Neugebauer.

3. ***Among other key demographic groups, Neugebauer holds formidable and consistent leads over his opponents.***

Across age groups, the Congressman's support is on par with his overall ballot strength. Among younger likely primary voters (18-44), he earns 68%; among voters 45-54, he earns 65%; among near-seniors (55-64) he earns a high of 76%; and among seniors, he earns 71%.

The gender gap is also negligible: among men, he earns 69% to his opponents' combined total of 16%, and among women, he earns 72% to his opponents' combined total of 12%.

The Bottom Line

Among the subgroups that are the cornerstone of any primary winning coalition, Congressman Randy Neugebauer is rock solid. His strong image and robust ballot score, both overall and among these key subgroups, mean that Neugebauer is well on track to handily win re-nomination as the Republican candidate for the 19th Congressional District of Texas in the March primary election.