

POLLING MEMORANDUM

FR: Fritz Wenzel, Founder and Partner, Clout Research LLC

TO: – Interested Parties

RE: Clout Research Polling Report for 2016

Clout Research is an opinion research firm founded in 2005 and which serves clients in politics, government, business, media, and the non-profit sectors. In the 2016 election cycle, it continued its growth in both survey volume and increased accuracy, providing clients with extremely valuable and actionable data heading into the campaign's final weeks. Almost all of Clout's research is private and is not released into the public domain in order to preserve confidentiality and political advantage for clients. Its enterprise survey research was released, however, and demonstrated the tremendous accuracy and integrity that marks Clout's work product. This report highlights some of survey work conducted by Clout this year.

Our surveys in 2016 were all conducted using telephones. We used two different approaches – live agents calling respondents for interviews voice-to-voice, and automated surveys allowing respondents to answer using the touchtone keypads on their phones. In some surveys, we used a combination of the two processes, reaching out to cell phone-only respondents using live agents and combining that data with calls made to landline respondents using our automated technology.

Clout research conducted several hundred voter opinion polls during the 2016 election cycle, with results that were the most accurate in company history and among the best in the national industry. **In the weeks before the November 8 General Election, Clout conducted 41 ballot tests in districts or states around the country, and in 39 of those tests, Clout properly identified the winning candidate or ballot issue outcome.**

Contrary to popular perception, fed by some media outlets and bloggers, pollsters do not predict election outcomes. Rather, the pollster's aim is to take snapshots of where races stand at a certain point in time. The further away from an election that a poll is taken, the less likely it is that the poll will accurately reflect the outcome of the election, as more time opens the door for more changes in the dynamics of a race. For example, FBI Director Jim Comey's bombshell announcement two weeks prior to the presidential election changed the dynamic and the momentum of the race, and instantly made surveys taken prior to his announcement irrelevant.

Outside of the race for the White House, this was largely a normal election year, and in most cases the volatile presidential race had less and less impact on down-ballot races as the weeks wore on.

Clout's Accuracy in Oregon

Clout's successes spanned the country, but we were particularly proud of our work in the State of Oregon. Statewide, we tracked the race for President, Governor, and Secretary of State, and through the year, we found significant discontent with Democrats which produced negative voter opinions about the direction of the State. In the general election presidential race, Hillary Clinton held a small lead in early polls, but she pulled away in the final poll taken two weeks before the election. In that poll, she led 49% to 43% over Trump, with another 8% either undecided or going for minor candidates. The movement in this race continued in those two weeks, and she ended up winning the state by 11%.

In the race for Secretary of State, our surveys showed a close race all year long, with an edge to Republican Dennis Richardson over Democrat Brad Avakian. We found that Avakian came out of the Democratic Party primary in May as damaged goods, and he spent most of the summer and fall trying to repair support among his political base. In the end, he couldn't get the job done. We also found early on that Richardson was going to be a serious competitor to the Democrat, despite Democrats having ruled Oregon for many years. In our final survey of that race, released November 5, we found that Richardson led Avakian, 46% to 44%. Certified election results showed that Richardson won 48% to 43%, putting the election results within the margin of error of our survey.

In the same survey, we tested the race for Governor of Oregon, and were again within the margin of error, with Democrat Kate Brown leading Republican Bud Pierce 53% to 41%. Certified election results showed that Brown won 51% to 44%.

Clout's Accuracy across the Country

Our surveys leading up to Election Day were similarly accurate in jurisdictions around the country. In Oakland County, Michigan, a county just north of Detroit, our November 1 survey showed incumbent County Executive L. Brooks Patterson leading challenger Vicki Barnett 55% to 43%. Patterson won the race, 53% to 46%, well within Clout's margin of error.

Also in Oakland County, our research showed Michael Bouchard leading Craig Covey in the race for Oakland County Sheriff, 58% to 37%. Bouchard won the race, 59% to 40%, showing our survey was right on the nose. We also tested the Presidential race in Oakland County, and had Clinton over Trump 50% to 42%. On Election Day, Clinton won the county, 52% to 44%.

More examples of Clout's accuracy include two races for Oklahoma State Representative. First, in District 87, a late October poll showed Democrat Collin Walke leading Republican Bruce Smith narrowly, 43% to 40%. Walke went on to win the race, 48% to 45%. Also, in



District 71, we polled Republican Katie Henke over Democrat Mille Hardesty York, 51% to 34% with 16% undecided. Henke won the race, 56% to 44%.

Conclusion

To sum up, Clout Research demonstrated its accuracy and its ability to interpret the feelings of the electorate once again in 2016. Again, of the 41 ballot tests in Clout's surveys conducted in the two weeks leading up to Election Day, 39 of them correctly identified the winning candidate, and the majority of those were within the survey margins of error. This result speaks to the continued focus on understanding and reaching the American electorate with effective and insightful surveys that elicit truthful responses that result in actionable data for clients. We look forward to even more success in 2017 and beyond.