MEMORANDUM

TO: **INTERESTED PARTIES**
SUBJECT: **THE 2020 ELECTION**
DATE: **NOVEMBER 16, 2020**

PUBLIC OPINION
STRATEGIES
turning questions into answers

- *Public Opinion Strategies polled on behalf of winning candidates in 11 key statewide races this year, helping Republicans hold the line and be in position to maintain the Senate majority.*
Our major successful statewide candidates included Senator-elect Roger Marshall (KS), Senator Thom Tillis (NC), Senator Mike Rounds (SD), Senator Shelley Moore Capito (WV), Governor Mike Parsons (MO), Governor Phil Scott (VT), and Governor Jim Justice (WV). We also conducted polling for SuperPACs/Party Committees in the Senate races in Georgia, Iowa, and Kentucky, as well as the winning gubernatorial race in New Hampshire.

- *We polled for at least seven new Members of Congress, helped flip at least four seats to the GOP, and our firm now polls for approximately one-quarter of the House GOP caucus.*
This cycle, we worked for (at least) seven new Republican members of Congress; helping flip several seats from blue-to-red with challenger winners Ashley Hinson (IA 1), Young Kim (CA 39), and (likely) Claudia Tenney (NY 22). We also were successful in open seats, polling for winners Jerry Carl (AL 1), Tony Gonzales (TX 23), Bob Good (VA 5), and Darrell Issa (CA 50).

  We handled the polling for many embattled Republican incumbents who were targeted by the Green Wave of the Democrats, including Rodney Davis (IL 13), Andy Barr (KY 6), Fred Upton (MI 6), Steve Chabot (OH 1), Brian Fitzpatrick (PA 1), Mike Turner (OH 10), and Van Taylor (TX 3). We also polled as part of SuperPAC/IE teams in at least seventeen winning races – including a few GOP pick-ups.

- *We are proud of our continued success helping Republican candidates and Republican caucuses win and retain majorities in state legislatures.*
The same skills that make us successful in statewide and Congressional campaigns translate into victories for our clients in critical down-ballot races from Attorney General to Supreme Court Justice to Mayor. This year, we polled for winning legislative campaigns in twelve states: Arizona, California, Georgia, Illinois, Indiana, Kentucky, Michigan, Missouri, New York, Ohio, Texas, Washington, and Wisconsin.

- *Public Opinion Strategies continues to excel in ballot measure campaigns.*
We are proud of the record we have established in initiative campaigns at the state, regional and local level. This year, we conducted the opinion research which guided successful ballot issues in four states: Alaska, California, Ohio, and Virginia. Included in the wins was the most expensive ballot initiative in history, the successful California Proposition 22, to allow app-based drivers to continue to be independent contractors.

- ***Oftentimes, our internal polling showed a much different story than other publicly released surveys and Democratic pollsters.***

  Do not conflate our successful campaign polling with other publicly released surveys or, whatever it is the Democrats were doing. Time after time, our data pointed to GOP victories – standing in the face of the press narrative. Here are just a few examples:

  <u>NY CD 22</u>: Every single survey we conducted showed the race between Claudia Tenney and Anthony Brindisi statistically tied while a public survey in October showed Brindisi up nine points.

  <u>NY CD 24</u>: Our firm released a survey in mid-October showing John Katko leading by eight points. Around the same time, a Democratic firm released a survey that showed Dana Balter leading by two points and another publicly released survey had the race tied. (More on this [here](#)).

  <u>MI CD 6</u>: We never showed Fred Upton leading by less than a seven-point margin, yet a poll released in August by another firm showed Jon Hoadley in the lead by four points.

  <u>TX CD 23</u>: We released a poll in late October showing Tony Gonzales leading by five points. Political forecasters at The Economist gave Gina Ortiz Jones a 96% chance of winning. (More on this [here](#)).

  <u>KY CD 6</u>: Our firm never showed Andy Barr leading by less than eight points and our final survey showed him up 14 points – his exact margin of victory. Yet, a poll released over the Summer suggested Barr trailed his opponent at that time by two points.

  <u>PA CD 1</u>: The Fitzpatrick campaign released our survey showing the Congressman leading by 14 points. Around the same time, House Majority PAC released a survey showing the race tied.

  <u>CA CD 39</u>: We released a poll in August showing Gil Cisneros only leading by two points and in October we released a survey showing Young Kim with a one-point lead. Despite this, inside-the-beltway media publications rated the seat as "Likely Democrat."

- ***Our polling and strategic guidance helped Republicans win in November. That's our job.*** When reviewing campaign polling, the horse race is important, but our main objective is to figure out how to win a race. And, we have been very successful.

  But, don't just take our word for it:

"The pollsters at Public Opinion Strategies hit the nail on the head in several battleground races for us this cycle, providing important advice on messaging, and helping many of our candidates find the path to victory."
– Parker Poling, NRCC Executive Director

"…deep understanding of the data allows us to make major calls in a campaign that saw record spending and the start of New York's early voting and absentee surge. While Democratic-aligned polls had this race wrong, Public Opinion Strategies was right, and kept us on course."
– Brad Gentile, John Katko for Congress (NY 24)

"…have been my pollsters since my first victory in 2012, and they have never missed the mark. They showed us winning by 14 points a week out, almost exactly where we ended up."
– Congressman Andy Barr (KY 6)

"…provided Michigan House Republicans with accurate polling and insightful analysis in dozens of battleground seats that helped guide our path to maintaining the House Majority for another cycle."
– Lee Chatfield, Michigan House Speaker

"The Beltway media said we had no chance, but Public Opinion Strategies believed in me and our campaign and gave me a clear path to victory. They were more than just a pollster who got the numbers right; they were a critical part of the team and involved in every aspect of the campaign from messaging to voter targeting. Their strategic guidance helped me pull off the biggest election upset of this tumultuous cycle - flipping a California House seat to Republican for the first time in over two decades."
- Congresswoman-elect Young Kim (CA 39)

"Public Opinion Strategies got my election right. Their detailed path to victory and steady advice on how to move voters was critical to navigating a competitive primary and general election in a turbulent cycle."
– Congressman-elect Darrell Issa (CA 50)

"…ability to analyze the data and offer a clear path forward is an invaluable asset to this team. We know we can always trust the conclusions drawn from the data he provides."   - Congressman Brian Fitzpatrick (PA 1)

"…always provided spot-on numbers and valuable insights and advice to keep our campaign moving in the right direction, and on the way to victory."
– Congressman Fred Upton (MI 6)

"…provided our campaign team with accurate numbers, great messaging advice, and over the past four cycles, helped us grow the Senate Majority in Kentucky to a historic 30 seats."
– Damon Thayer, Kentucky Senate Majority Leader

"Public Opinion Strategies polling in Wisconsin was well within the margin of error and on the mark. And we have the majority to prove it."
– Robin Vos, Wisconsin House Speaker

"…didn't just give us toplines, he used focus groups, tested messaging and issues, and goes deep into the crosstabs to show us a path to victory with a deeper level of understanding than what we come to expect from other pollsters."
– Anthony Pileggi, Claudia Tenney for Congress (NY 22)

"In the aftermath of some pretty bad polling this cycle, POS accuracy for our race was consistent and laughed at by many prognosticators. Who is laughing now? Good polling is crucial for targeting our messaging and POS is rock solid."
– Congressman Rodney Davis (IL 13)

"…collects reliable, relevant data of the highest quality. More importantly, he turns that data into actionable intelligence…never hesitates to call it as he sees it and he is truly the compass that guides all our campaigns and important messaging and spending decisions."
– Congressman Van Taylor (TX 3)

- ***Finally, as we do after every election cycle, we go through a rigorous review to get better. This time will be no different. We will continue to improve.***
  While not all the votes are even done being counted, there is some evidence of a shy Trump voter phenomenon, and in some states and districts, some polling did not seem to fully capture the rural red wave that increased GOP margins in "red" areas.

  We are digging into this, and as we typically do, we will incorporate methodological changes into our political research to maintain accuracy and continue to help our clients win the tough races.

  Some of our initial post-election research can be found here:

  Key Findings: Public Opinion Strategies Election Night Survey

  Key Findings: "Shy" Trump Voters

  Key Findings: Suburban Women

  Key Findings: Ticket Splitting