




PUBLIC OPINION STRATEGIES



When This Was Our Logo: 1991 – 1998

- 1991** Public Opinion Strategies is founded by Neil Newhouse, Bill McInturff, and Glen Bolger. The firm opens its doors representing one governor and 12 Members of Congress.
- 1992** Major Senate wins include Arlen Specter of Pennsylvania and John McCain's re-elect, starting a 25-year run of handling the polling for all of McCain's Senate races and his two races for president. Of the 10 Democratic open House seats that shifted to Republicans, four are won by POS clients. Four of the 13 Republicans who defeat Democratic incumbents are represented by the firm. The firm also wins its first three ballot measure campaigns of what will become 182 winning initiative campaigns through the years. The firm conducts its first election night survey, now a tradition spanning seven presidential elections.
- 1994** The firm is central to Republicans winning the House for the first time in 52 years, handling the polling for 24 of the 73 newly elected Republicans in Congress, including 20 who defeated a Democratic incumbent or won a Democratic open-seat. The firm does the message testing, focus groups, ad testing, and tracking on behalf of the Health Insurance Association of America (HIAA) for what becomes known as the "Harry and Louise" campaign against ClintonCare, the first extensive use of national TV advertising against a piece of legislation. After the success stopping ClintonCare from passage, the firm does extensive polling against a single-payer initiative in California, holding it to below 30%. This work is the beginning of what is now a major health care practice.
- 1996** The firm successfully defends the Republican majority in the House representing more than half of the top 20 most vulnerable GOP Members and six of the top ten. The firm handles the polling for Senator Jesse Helms of North Carolina's winning re-election campaign, highlighting the firm's tradition of having its feet planted in all segments of the Republican Party, from movement conservative to moderate. We handle the polling for both chambers of the legislature in Florida, both flip to Republican, the first state in the South to have both chambers represented by Republicans since Reconstruction. Since its founding, the firm has specialized and devoted significant resources to state legislative polling and today represents ten state legislative campaign committees. We also conduct polling in the 1996 presidential campaign. We have conducted polling for the Republican nominee in four presidential election cycles.
- 1997** Gene Ulm becomes the firm's fourth partner, having started with the company as a Project Director at the firm's founding in 1991. Steve Kinney also joins the firm as partner, establishing a Public Opinion Strategies office in California and making the firm bi-coastal. Public Opinion Strategies develops a national public affairs practice, all part of a plan to double in size over six years but reaches the goal within three years.
- 1998** A hugely successful cycle for the firm polling for nine major statewide winners and 36 Members of Congress, including the only Republican challenger to defeat an incumbent Democrat. Every single open-seat statewide candidate Public Opinion Strategies worked with won. The firm does the successful polling that wins the initiative campaign to build the Denver Broncos' new stadium. Through the years, the firm develops a specialty in helping build public support and win initiative campaigns to build stadiums for eight NFL and MLB teams.

Celebrating Our Thirtieth Anniversary

Since the founding of Public Opinion Strategies in 1991, the firm has grown to 12 partners, is the largest political and public affairs survey research firm, and is among the 50 largest research firms in the country. Across both political and public affairs research, as our tag line suggests, we work with our clients "Turning Questions into Answers."



When This Was Our Logo: 1999 – 2011

PUBLIC OPINION STRATEGIES

- 2000** The firm’s clients represent half of all gains made by Republicans in the U.S. House and Senate.
Gene Ulm helps Russia’s first democratically elected candidates defeat communist candidates to win Russia’s first free elections for the local and national Dumas. Since our firm’s founding, we have conducted opinion research in 43 countries and conducted quantitative research in 23 countries as part of our work around the globe.
In September, we complete our first all-internet survey.
- 2002** Another exceptionally strong night for Public Opinion Strategies clients as the firm polled for four Republican takeovers in the U.S. Senate, five new governors (nine total governors of the 21 elected) and 10 new Members of the House. Governor Jeb Bush became the first Republican to be re-elected in Florida and the firm’s work for Governor-elect Mitt Romney helped set the stage for polling for his presidential run in 2012.
The American Association of Political Consultants names Public Opinion Strategies as its pollster of the year. Neil Newhouse and Glen Bolger go on to win this award individually two more times each, sharing the award in 2010, with Glen winning again in 2012 and Neil in 2017.
- 2004** The firm continues its successful efforts in the U.S. Senate, polling for four more Republican takeaways, a newly elected governor, and five new Members of Congress (as part of a total of handling the polling for 53 GOP House members). The firm was a part of the Bush-Cheney ‘04 polling team.
- 2006** In a difficult cycle for the party, the firm polls for the only newly elected Republican U.S. Senator and another five new Members of the House. At the request of the White House, the firm handled the polling for Senator Joe Lieberman in Connecticut as he became the first independent elected to the U.S. Senate since 1976. The scope of the firm’s work was also well represented by having polled in successful legislative campaigns in 13 states and on behalf of 22 winning ballot measures this cycle.
The firm buys a building in Old Town Alexandria, guts it, and it continues as the main office for a firm that now employs almost 40 people.
- 2007** The firm names Elizabeth Harrington, Patrick Lanne, and Nicole McCleskey as partners.
- 2008** Public Opinion Strategies is proud to serve as pollsters for John McCain’s presidential race as well as polling for six winning U.S. Senate races and six newly elected Members of Congress.
The firm’s legislative work expands to wins in 19 states, conducting the polling for all four state legislative chambers that flip to the Republican Party.
- 2010** “Well, that didn’t take long, did it?” Glen Bolger handles the polling for Bob McDonnell’s win in the governor’s race in Virginia in 2009 and Neil Newhouse polls for Scott Brown’s special election upset win in the Ted Kennedy Senate seat in Massachusetts. They pen the “didn’t take long” line in a January op-ed in The Washington Post highlighting the rejuvenation of the Republican Party after the Obama sweep in 2008.
That November, as in 1994, Public Opinion Strategies was at the epicenter of successful efforts to take back the U.S. House and Senate. Including Independent Expenditure efforts, the firm polled in 23 Senate and gubernatorial races, 96 congressional victories, including 63 seats wrestled away from the Democrats. The firm’s own clients include 27 newly elected members of the House, including 22 who won Democratic-held seats. After election night, the firm represents 70 Members of the House. The firm polls for Susana Martinez’s successful gubernatorial campaign. Susana Martinez’s victory makes her the first female governor of New Mexico and the first Hispanic female governor in the country.

Celebrating Our Thirtieth Anniversary

Since the founding of Public Opinion Strategies in 1991, the firm has grown to 12 partners, is the largest political and public affairs survey research firm, and is among the 50 largest research firms in the country. Across both political and public affairs research, as our tag line suggests, we work with our clients “Turning Questions into Answers.”



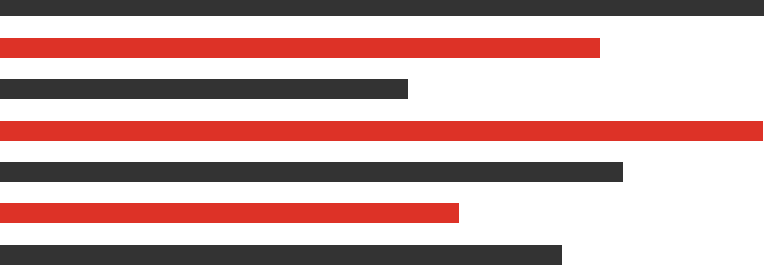
When This Was Our Logo: 2012 – 2019

PUBLIC OPINION STRATEGIES

- 2012** The firm is proud to handle the polling for Mitt Romney’s presidential campaign. In Michigan, the firm worked to defeat a labor union-backed amendment that would have granted public and private employees the constitutional right to collectively bargain. Following the resounding defeat of this amendment, the Michigan legislature passed a right-to-work law in the state later that year.
- 2013** Robert Blizzard is named a partner.
- 2014** Public Opinion Strategies hits a high-water mark after this cycle, representing 13 U.S. Senators, five governors, and 74 Members of the House. Including Independent Expenditure campaigns, the firm was involved in winning 19 seats previously held by the Democrats in the House, including representing nine new Members of the House.
- 2016** The firm polls for Senate winning candidates in four of the cycle’s highest profile races, two of the three major GOP victories in gubernatorial campaigns and another five new Members of the House. Major state legislative victories included the Kentucky State House switching to a Republican majority for the first time since 1920, flipping the Minnesota State Senate to Republicans, and maintaining outright control of the New York State Senate.
- 2017** Jim Hobart and Micah Roberts are named partners. The firm polls for the NRCC Independent Expenditure (IE) effort in the GA 6 special election – the most expensive U.S. House race in history. This IE effort played a critical role in Karen Handel’s victory over Jon Ossoff.
- 2018** In a difficult midterm election, Public Opinion Strategies polls for winning candidates in 11 of the highest profile gubernatorial races, five major wins in the U.S. Senate and 10 new Members of the House. Major gubernatorial wins included Brian Kemp of Georgia, who came from behind in both the primary and general election races and the first female governors of Iowa (Kim Reynolds) and South Dakota (Kristi Noem). The firm handles the research in California for the most expensive initiative campaign in history — a \$115 million measure to defeat a union-backed ballot measure relating to dialysis clinics.
- 2019** Jarrett Lewis and George Nassar are named partners.

Celebrating Our Thirtieth Anniversary

Since the founding of Public Opinion Strategies in 1991, the firm has grown to 12 partners, is the largest political and public affairs survey research firm, and is among the 50 largest research firms in the country. Across both political and public affairs research, as our tag line suggests, we work with our clients “Turning Questions into Answers.”



When This Was Our Logo: 2020 – Today



2020 Public Opinion Strategies polls on behalf of winning candidates in 11 key statewide races, 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 conduct 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 seven new Members of Congress, helped flip four seats to the GOP, and our firm now polls for approximately one-quarter of the House GOP caucus. We worked for 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 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 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.

Celebrating Our Thirtieth Anniversary

Since the founding of Public Opinion Strategies in 1991, the firm has grown to 12 partners, is the largest political and public affairs survey research firm, and is among the 50 largest research firms in the country. Across both political and public affairs research, as our tag line suggests, we work with our clients “Turning Questions into Answers.”