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**MEMORANDUM**

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**TO:** WEST FOR CONGRESS  
**FROM:** WILSON RESEARCH STRATEGIES  
**SUBJECT:** FL CD 22 GENERAL ELECTION  
**DATE:** SEPTEMBER 23, 2010

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The following memo summarizes the results of a poll conducted by Wilson Research Strategies for the Allen West for Congress campaign on September 20-22, 2010.

The results indicate that Allen West currently holds a six point lead over incumbent Congressman Ron Klein and has earned strong leads among key subgroups heading into the final weeks of the campaign.

### **Key Findings**

- **The political environment in Florida's 22<sup>nd</sup> Congressional District strongly favors the Republican Party; in the generic Congressional ballot the Republican candidate runs 13 points ahead of the Democrat (47% to 34%).**
- **Among likely voters, Allen West's favorables are on par with Ron Klein's while West's negatives are significantly lower than the incumbent's.**
  - West: 39% favorable/ 27% unfavorable/ 82% Name ID
  - Klein: 41% favorable/ 38% unfavorable/ 93% Name ID
- **West's campaign has been effectively improving his image, while Ron Klein's campaign has been unable to earn a favorable image among voters.**
  - A majority of voters (32%) who have seen, read, or heard anything about Allen West report a more favorable image of the candidate, while only about a fifth (22%) have developed a less favorable image of West as a result of the campaign.
  - Nearly three of ten voters (29%) have a less favorable image of Ron Klein because of what they have seen, read, or heard while his campaign has only improved his image among 16% of voters.
- **More than six of ten voters are considering another candidate or would vote to replace Ron Klein (35% considering another, 27% would vote to replace) regardless of his opponent.**

### **The Ballot**

- **Allen West has an overall six point lead over Ron Klein (48% to 42%).**
- **West also leads among key subgroups crucial to victory in November, Independents and informed voters.**
  - Independents: 52% West – 36% Klein
  - Voters who have heard of both candidates: 53% West – 40% Klein
  - Voters with an opinion of both candidates: 56% West – 41% Klein



## ***Conclusions***

Given the current political climate of the District, Allen West is well-positioned to unseat Ron Klein. Voters are wary of Klein, as demonstrated by his weak image rating and low support for re-election. West, on the other hand, has successfully translated his image advantage into ballot support, and has earned strong leads among the swing groups necessary for victory.

## ***Methodology***

Wilson Research Strategies conducted a research study of likely voters throughout the state of Florida on behalf of Allen West for Congress.

Respondents were contacted by phone via a live telephone operator interview September 20-22, 2010. The study has a sample size of n=300 Likely Voters. The margin of error is equal to  $\pm 5.7\%$  in 95 out of 100 cases. The sample was stratified to represent the district electorate based on age, gender, partisan registration, and geographic distribution.

## ***About Wilson Research Strategies***

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WRS provides research to more than 200 not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WRS's data and analysis. WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.