

# AMERICAN VIEWPOINT®

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To: Ed Martin for Congress  
From: Randall Gutermuth  
Re: Recent MO CD-2 Survey Findings  
Date: July 7, 2011

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The following outlines the key findings from a survey of likely GOP primary voters in Missouri's newly drawn 2<sup>nd</sup> Congressional District. Interviews were conducted July 5-6, 2011. The margin of error for the entire sample (n=300) is +/- 5.7% at the 95% confidence level. The margin of error among sub-groups is greater.

## Ed Martin begins the primary election as the clear front-runner.

- Ed Martin leads Ann Wagner 38% to 16%, with 45% still undecided. 16% are definitely voting for Martin, compared with only 4% definitely voting for Wagner.
- This lead is not attributed just to higher name ID, as Martin leads Wagner 48%-23% among those who are aware of both candidates (32% of the electorate).

## Martin's conservative bona fides are driving his overall lead.

- Among very conservative voters (55% of the electorate), Martin's lead extends to 44%-15% over Wagner.
- Similarly, among pro-life voters he leads 43%-16% and leads 47%-16% among those who have attended a Tea Party rally (12% of the electorate).
- 29% of likely GOP primary voters believe Martin is very conservative, compared with only 17% believing Wagner is. Another 24% believe he is somewhat conservative, compared with only 15% believing Wagner is.

## Ann Wagner will have to spend a significant amount of resources in the St. Louis media market to build enough definition to match Ed Martin.

- 61% of voters are aware of Ed Martin, compared to 39% who are aware of Ann Wagner.
- More importantly, Martin's favorable rating (43%) is a full 20 points higher than Wagner's (23%), with both candidates' unfavorable ratings at 3%.

With such a large undecided vote this race is far from locked up for Ed Martin, but 13 months out from the primary election he is clearly the front-runner. Martin doesn't need to match Wagner dollar for dollar because the Wagner campaign will have to spend over a million dollars just to catch up to Martin in terms of definition. Rather, they need to have just enough resources to run an aggressive grassroots-oriented campaign to be the GOP nominee.