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Innovative Data
Superior Results*

TO: CLUB FOR GROWTH ACTION
FROM: BRYON ALLEN
SUBJECT: FL CD-17 POLL
DATE: AUGUST 13, 2018

Club for Growth Action’s recent poll of Republican primary voters in Florida’s 17th Congressional District shows Greg Steube with a significant lead over Julio Gonzalez. Steube’s favorables are rising while Gonzalez’s unfavorables have grown significantly. This combination has given Steube a commanding lead in the primary.

Name ID and Image:

Greg Stuebe’s favorables have increased by nearly 20 points from our survey a month ago and he has a strong image with favorables more than twice his unfavorables.

Steube Image	July 15-16	August 8-9
Name ID	54%	79%
Favorable	24%	41%
Unfavorable	9%	17%

On the other hand, Julio Gonzalez’s image has gotten significantly worse with a 25-point increase in his unfavorables and only minimal improvement in his favorables. Gonzalez’s image is now upside-down with unfavorables more than half-again as large as his favorables.

Gonzalez Image	July 15-16	August 8-9
Name ID	46%	74%
Favorable	17%	19%
Unfavorable	8%	33%

*Last month in parentheses

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214 4th Street, SE
Washington, DC
20003

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73103

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202-470-6300
600 Congress, Suite 16127
Austin, Texas
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627 S. Corona Street
Denver, Colorado
80209

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Ballot:

Steube's ballot share continues to grow and he's now at nearly 40% while Gonzalez is stuck in the mid-teens. Steube has nearly two-and-a-half times the vote that Gonzalez has, a commanding lead with only a few weeks left before the primary.

Ballot	July 15-16	August 8-9
Steube	24%	39%
Gonzalez	12%	16%
Akins	8%	5%
Undecided	56%	40%

Both leading indicators for election outcome look good for Steube. He leads by 27 points among voters who have heard of both fSteube and Gonzalez and receives a majority of the vote among those with opinions of both.

	Heard of Both	Opinion of Both
Steube	46%	54%
Gonzalez	19%	25%
Akins	3%	4%
Undecided	31%	18%

Methodology

WPA Intelligence conducted a study of likely Republican Primary voters in the 17th Congressional District of Florida.

WPAi selected a random sample of voters from the Florida voter file using Proportionate Probability Sampling (PPS) based on our turnout probability scores for each Florida voter. The sample for this survey was stratified based on age, gender and geography. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

WPAi conducted 300 live telephone interviews (30% cell phone) on August 8-9, 2018. The margin of error is $\pm 5.7\%$.