



*Trusted Perspective
Innovative Data
Superior Results*

FROM: BRYON ALLEN
TO: CLUB FOR GROWTH ACTION
SUBJECT: FLORIDA CONGRESSIONAL DISTRICT 15
DATE: OCTOBER 8, 2018

The recent Club For Growth Action poll in Florida Congressional District 15 shows Ross Spano with a significant lead in a Republican-leaning district and advantages in both total name ID and favorability that will be difficult for Kristen Carlson to overcome.

Name ID and Images

Ross Spano has 56% name ID and 28% of likely voters have favorable impressions of him. Kristen Carlson has just 25% name ID and 11% of voters view her favorably.

In two very crowded and expensive media markets, Carlson’s significant disadvantage in name ID and lack of an established image will be difficult to overcome.

Candidate Image	Ross Spano	Kristen Carlson
Name ID	56%	25%
Favorable	28%	11%
Unfavorable	14%	5%

Ballot

Spano has another natural advantage in the partisan tilt of the district. A generic Republican would lead a generic Democrat by four points here.

Generic Ballot	October 3-4
Republican	48%
Democrat	44%
Undecided	8%

Spano's advantages in name ID and favorable image allow him to outperform that partisan baseline and he leads Carlson by seven points.

Ballot	October 3-4
Ross Spano	46%
Kristen Carlson	39%
Undecided	15%

Methodology

On behalf of Club For Growth Action, WPA Intelligence conducted a study of likely voters in the 15th 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, partisan affiliation, ethnicity and geography. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

WPAi conducted 418 live telephone interviews (46% cell phone) on October 3-4, 2018. The margin of error is $\pm 4.9\%$.