

CONFIDENTIAL

MEMO

Dec. 14, 2011

TO: ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

FROM: Bruce Donisthorpe, President
BWD GLOBAL

RE: MD-6 Congressional District Survey, Summary Highlights

We conducted our survey Monday night of the Maryland newly-drawn 6th Congressional District and find Congressman Bartlett to be in fine shape as he enters the 2012 election year. Of course, there is still a lot of campaigning to do, but this race is entirely winnable and Mr. Bartlett is in good position to win. The margin of error is about 2.3% for our overall survey and about 3.5% for the Democratic and Republican Party breakout groups. The results were scaled to reflect the voting pattern of this district in the 2008 general election: 47%-DEM, 37%-REP and 16%-INDP. Overall, we had 800 Republican, 700 Democratic and 300 Independent likely voters on the survey (almost 1,800!).

Here are the highlights of the survey:

- **TOP ISSUE**: Jobs/Economy—48%, Reducing Deficit—21%, Health Care—18%, Education—5%, Environment—4%, Other/Unsure—4%.
 - DEMs: 52%-Jobs, 23%-H Care, 13%-Reducing Deficit, 6%-Education, 5%-Environment
 - REPs: 48%-Jobs, 31%-Reducing Deficit, 15%-H Care, 3%-Education, 1%-Environment
 - INDPs: 49%-Jobs, 23%-Reducing Deficit, 16%-H Care, 6%-Environment, 6%-Education
 - These are good developments for your campaign with Jobs and Deficit Reduction at the top of 2/3 of the voter's minds in the district.
- **GENERIC BALLOT TEST**: DEM—35.9%, REP—35.3%, Depends on Candidate—28.7%
- **Name ID**: Bartlett recognition at 78% in the newly-drawn district, which now includes Montgomery County. Favorable/Unfavorable ratings range from 3-1 ratio among Republicans to 3-2 among Indy's. Bartlett's DEM unfavorable ratings are below 50%. None of the other candidates tested on the poll came anywhere close to your levels of name recognition and positive/negative favorable/unfavorable ratios.
- **2012 CONGRESSIONAL TRIAL HEAT**: Bartlett has a solid lead and is on pace to win by a larger margin than the GOP Presidential Nominee.
- **MD6-CONGRESSIONAL GENERAL ELECTION TRIAL HEAT**: If the race was held today between Roscoe Bartlett and the Democrat's hand-picked candidate Rob Garagiola, Bartlett would garner 43% and Garagiola would garner 35.5% with 21.5% undecided.

Bottom Line: If the race was held today, Bartlett wins. The Independents and Democratic voters have large groups of Conservative and Moderate voters than will identify with his candidacy, and hold unfavorable job approval ratings of the President. Additionally, Mr. Bartlett has plenty of time to campaign in the new areas of the district and get better acquainted with the voters of Montgomery County, who are receptive to Bartlett's candidacy. The race will take a lot of time, resources and campaigning, but this race can be won if he runs a good campaign and stays aggressive on the fundraising front to get the resources needed to win.

Background/Bio Information of Pollster: Bruce Donisthorpe (President, BWD Global) conducted the survey for the Bartlett for Congress Campaign. Mr. Donisthorpe served 12 years as Legislative Director for US Congressman Joe Skeen (R-NM-2) from 1989 through 2000. He is a veteran of over 25-years of campaigns at the federal, state, regional and local levels, having held campaign management and communications consulting roles in political campaigns since 1984. He has conducted polling for candidates and clients since the 2006 election cycle and regularly conducts surveys for political candidates, grassroots organizations, political organizations and media clients.