



MEMORANDUM

TO: CONGRESSIONAL LEADERSHIP FUND

FROM: GLEN BOLGER

RE: KEY FINDINGS ON THE WISCONSIN CD-8 CONGRESSIONAL RACE

DATE: OCTOBER 20, 2016

Methodology

NMB Research conducted a survey of 400 registered voters in the 8th Congressional District of Wisconsin. The survey was conducted live by phone, October 16-18, 2016. Forty percent (40%) of interviews were conducted with cell phone respondents. The margin of error for this survey is $\pm 4.9\%$ in 95 out of 100 cases.

Key Findings

1. ***The Republican holds a nine point advantage on the generic ballot.***

The survey shows a Republican candidate holding a clear advantage over a Democrat candidate (49%-40%) on the generic ballot.

2. ***Mike Gallagher holds an impressive double-digit lead over Tom Nelson in the race for Congress.***

Republican Mike Gallagher, a businessman and Marine veteran, leads Democrat Tom Nelson by eleven points (52%-41%) on the Congressional ballot. Gallagher leads among nearly all key subgroups, including Independents (44%-37%), women (49%-45%), younger voters (48%-44% among voters ages 18-34) and older voters (57%-40% among seniors). Gallagher leads by one point in Outagamie County (48%-47%), where Democrat Tom Nelson is the County Executive.

3. ***Tom Nelson is struggling to reach Wisconsin voters.***

Tom Nelson's image flounders with only 31% of voters viewing him favorably and 29% having an unfavorable opinion. Voters have taken to Mike Gallagher, who has a 45% favorable/26% unfavorable image among CD-8 voters.

4. ***Mike Gallagher remains above the fray in a toxic political environment.***

Donald Trump holds a slim lead over Hillary Clinton in the district (45%-42%) in the wake of his visit to Green Bay. Both Trump (40% fav/55% unfav) and Clinton (38% fav/60% unfav) possess underwater images among CD-8 voters.