

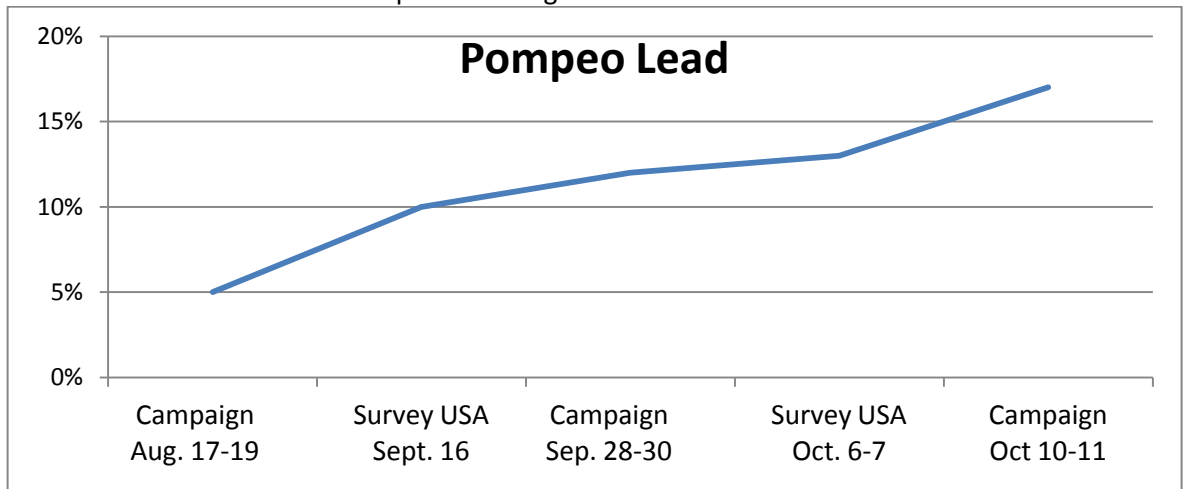
DATE: October 12, 2010
 TO: Rodger Woods
 Campaign Manager
 Pompeo for Congress
 FROM: Pat McFerron
 Director of Survey Research
 Cole Hargrave Snodgrass & Associates, Inc.
 RE: Survey of 300 Likely Voters in KS CD-4
 All interviews conducted October 10-11, 2010

Cole Hargrave Snodgrass & Associates is pleased to present this executive summary of findings from its recent survey of 300 likely voters in Kansas' Fourth Congressional District. The survey reveals that Mike Pompeo continues to gain momentum and extend his lead over Democrat Raj Goyle. It also shows the confrontational attacks by Goyle have backfired and have resulted in Goyle's negative rating increasing substantially.

Mike Pompeo is now viewed favorably by 47% of likely voters in the district – substantially up from the 34% positive rating he held shortly after he won a bruising primary contest – and unfavorably by 32%, a percentage that has declined during the general election. Pompeo's strength among Republicans has steadily grown since the primary, with 65% of registered Republicans now having a favorable impression of their nominee. In addition, Pompeo sports a positive rating among unaffiliated voters.

Goyle, on the other hand, now has identical favorable and unfavorable numbers (38%) among likely voters. While Goyle does have very positive numbers among the registered Democrats in the district (68% favorable vs. 13% unfavorable), it is more than offset by very high negatives among the much larger group of registered Republicans (23% favorable vs. 54% unfavorable). Among unaffiliated voters, Goyle's numbers reflect the population as a whole (36% favorable vs. 36% unfavorable).

Given the favorability ratings of both candidates, it comes as no surprise that Pompeo has extended an already substantial lead. **Today, Pompeo leads by 17-points** (48% Pompeo; 31% Goyle; 3% Smith; 3% Ducey; 16% undecided). This shows a steady uptick in Pompeo's support, especially when combining internal campaign polling with publicly available data. The chart below shows the trend line for the Pompeo advantage.



Pompeo's lead continues to expand especially among men (52% Pompeo vs. 26% Goyle). More important, however, is how Republicans have re-engaged. After the primary, only 60% of Republicans were committing to Pompeo, today, that percentage stands at 70%, while the percentage of Republicans opting for Goyle has dropped by a factor of 25% (16% in August, 12% today). In fact, today there is slightly more unity among the larger group of registered Republicans, than exists among registered Democrats (14% Pompeo vs. 69% Goyle).

But it is not just Republicans that are coalescing around Pompeo. The Republican has also developed a double-digit lead among unaffiliated voters (39% Pompeo vs. 27% Goyle).

This election is seeing a greater percentage of voters deciding on ideology and specific issues than we have seen in the last two election cycles. It is among these voters where Pompeo has built such a substantial lead. Among the 21% of voters citing ideological reasons for their vote, Pompeo has a commanding lead (69% Pompeo vs. 30% Goyle). Pompeo also leads among the 7% citing specific issues (67% Pompeo vs. 28% Goyle), as well as among the 17% who are voting for their chosen candidate because of partisan affiliation (58% Pompeo vs. 37% Goyle). Goyle's largest lead is among those who cannot give a reason for their support.

The ideological and partisan nature of this year's election environment is also evident in other questions tested on the survey. When asked to approve or disapprove of President Obama's job performance, only 29% give him positive ratings, while 59% say they disapprove. More important is that 46% characterize their sentiment as "strongly disapproving" of Obama's performance. Among those still undecided in the congressional race (19% approve vs. 43% disapprove). **In fact, this race is becoming a referendum on Obama. Among Goyle supporters, the president fairs very well (73% approve vs. 18 disapprove), whereas Pompeo supporters are much more critical (4% approve vs. 89% disapprove).**

The positive overall environment for Republicans is also evident in that Republican Jerry Moran has a very substantial lead over his opponents (59% Moran vs. 18% Johnston vs. 3% Dann vs. 1% Bellis vs. 19% undecided)

All totaled, this survey reveals Mike Pompeo has captured the momentum heading into the last three weeks of the campaign. It exposes a rapid increase in Goyle's unfavorable rating, as well as an environment not conducive for Democrat success – especially for any Democrat associated with Barrack Obama.