

Memorandum

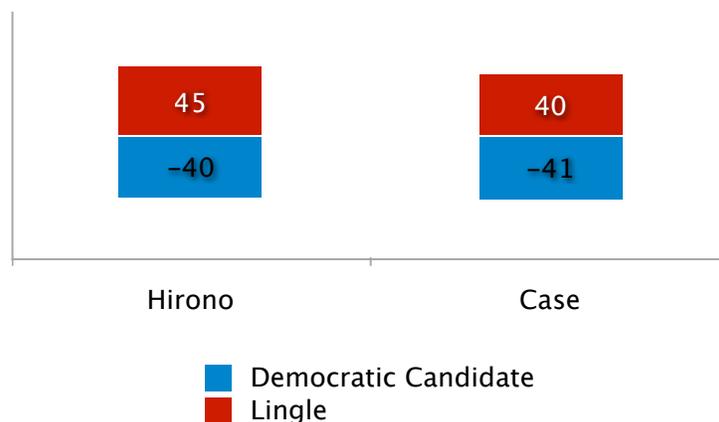
To: Linda Lingle Campaign Team
From: Jan R. van Lohuizen
Date: July 11, 2012
Re: Survey Findings

As you know we completed a survey in Hawaii last night. Specifically, we conducted 600 telephone interviews from a statewide sample of Hawaii residents who are likely to vote this November. The interviews were conducted between Sunday July 8th and Tuesday July 10th. The margin of error associated with the results is +/- 4.0%.

Governor Lingle is performing well on the ballot. She leads Mazie Hirono by five points and is tied with Ed Case. Specifically 45% of likely voters say they will vote for Governor Lingle, while 40% say they will vote for Mazie Hirono. As of today, 13% of voters say they are undecided. Among Ticket Splitters, Linda Lingle has a very strong lead: 61% of Ticket Splitters are voting for her while just 18% are voting for Mazie Hirono and 19% are undecided.

The race with Ed Case is tied. Governor Lingle receives 40% of the vote, while Ed Case receives 41% of the vote with 15% undecided. Governor Lingle also leads among Ticket Splitters: 43% of Ticket Splitters say they will vote for Governor Lingle while 36% are voting for Ed Case and 19% are undecided.

Lingle / Hirono and Lingle / Case Head to Head



In the Democratic primary, Case and Hirono are tied, with Case at 39% and Hirono at 40% while 15% is undecided. This is based on the subset of voters in our sample who were likely to vote in the Democratic primary, a subset of 449 people. The margin of error associated with this result is +/- 4.6%.