



PUBLIC OPINION STRATEGIES

Memorandum

To: Allan Fung for Governor
Fr: Gene Ulm
Date: September 15, 2014
Re: Recent Survey Data

The following data is from a survey of 500 likely voters completed in Rhode Island by Public Opinion Strategies September 10-11, 2014. Twenty five percent of the calls were completed among cell-only households. The margin of error on the survey is plus or minus 4.38%.

Allan Fung has emerged from his primary with high positive ratings due to a tax cut plan that will make Rhode Island one of the most business friendly states in the Northeast and a comprehensive plan to reform state government, including tougher ethics rules. By contrast, State Treasurer Gina Raimondo is burdened with high negatives, even among the core Democratic base, because of her reputation as a State House insider who puts Wall Street ahead of working people and who says she is open to raising taxes, which will drive away employers and jobs.

Key points

- The election for Governor is a dead-heat, with Allan Fung and Gina Raimondo tied at 42% and the balance of the electorate undecided.
- Allan Fung is well-known and well-liked. The Cranston Mayor has 96% name identification, with 64% having a favorable opinion of him and 21% having an unfavorable opinion.
- In contrast, the bruising Democratic primary has left Gina Raimondo as damaged goods: she also has near-total name identification, but only 54% have a favorable opinion of her while fully 35% have an unfavorable opinion.
- Note that Gina's negatives are actually incrementally HIGHER among core members of the Democratic base. Thirty seven percent (37%) of base Democrats have negative opinions of Raimondo and fully half (50%) of the union voters in the state have a negative opinion of her.

(In contrast, Allan Fung has a 77%-12% favorable-unfavorable ratio among Republicans. 64%-19% among unaffiliated voters and 60%-25% among Democrats – effectively cutting a broad path across both ends of the electorate.)

Please do not hesitate to call or write with any questions.