



Celinda Lake  
*President*

To: Tommy Wells for Mayor Team

From: *Lake Research Partners*

Alysia Snell  
*Partner*

Re: Wells Strongly Positioned in Washington, D.C. Mayoral Primary

David Mermin  
*Partner*

Date: July 18, 2013

---

Robert G. Meadow, Ph.D.  
*Partner*

A new survey of likely Democratic primary voters in Washington, D.C. shows **Tommy Wells strongly positioned in the race for Mayor.<sup>1</sup> He starts out in a statistical tie for first place, and shows the most potential for movement once voters learn more about the candidate field. In a simulation of an engaged race, Tommy attracts disproportionate support and pulls up to evenly match Vincent Gray, whose unpopularity denies him any positive movement in an informed trial heat.** A well-resourced campaign is, of course, imperative in order to capitalize on these advantages.

Daniel R. Gotoff  
*Partner*

- **As the race stands today, it is a wide-open contest with Tommy in a statistical dead heat for first place.** Tommy draws 16% of the vote in an initial trial heat, with 21% going to Gray, 17% to Muriel Bowser, and 13% to Jack Evans.

Joshua E. Ulibarri  
*Partner*

- A 31% plurality of voters is undecided, underscoring the wide-open nature of the race and the potential for rapid movement.

Rick A. Johnson  
*Senior Vice President*

- Indeed, once voters learn more about not just Tommy, but the entire field, it is Wells who makes the most significant gains, moving past Bowser and Evans, and tying Vincent Gray, who shows no propensity for additional gains. In this scenario, **Tommy jumps to 21% of the vote, with Gray static at 21%, Bowser at 19%, and Evans at 13%—also unable to generate further support.**

Shannon Marshall  
*Chief Operating Officer*

- Not only does Tommy demonstrate the most movement in this scenario, he pulls ahead among key subgroups, such as liberals (+6 Wells), women (+2 Wells), and those most certain to turn out on Election Day (+3 Wells). Among whites, he leads his closest opponent by a whopping 26 points.

---

<sup>1</sup> Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached a total of 503 likely 2014 Democratic Primary voters in Washington D.C. and was conducted June 27 – July 1, 2013. The margin of error for the survey is +/-4.4%.

- Vincent Gray is roundly criticized for his performance as Mayor. **By more than a two-to-one margin, voters register dissatisfaction with the job Gray is doing (31% excellent/good to 67% just/fair poor). His re-elect stands at a dismal 15%.**
- **Tommy's reputation as a leader with integrity and his commitment to rooting out corruption and making every part of D.C. a great place to live, work, and raise a family has demonstrable appeal.**

### Informed Trial Heat: Candidate Profiles

**Wells Profile:** Ward 6 Councilman Tommy Wells wants to create a livable, walkable D.C. where everyone can thrive. Wells spearheaded the efforts to revitalize the H Street corridor and will take this success to other parts of the city – adding small businesses and creating jobs. Wells wants every resident to have access to public transportation, quality schools, and economically strong neighborhoods.

**21% Support for Tommy Wells  
(+5 from initial ballot)**

**Gray Profile:** Mayor Vincent Gray, a lifelong resident, will continue his work to create one city and provide all residents with quality schools and education, fiscal stability, job opportunities, and safe communities. Gray has cracked down on corruption in the city and worked to fix all the problems of the Fenty administration. Gray will continue the progress he has made for a better future for all in D.C.

**21%  
(+0 from initial ballot)**

**Bowser Profile:** Lifelong D.C. resident and Ward 4 Councilwoman Muriel Bowser is ready to make D.C. proud of itself again. Bowser has an ambitious agenda for D.C. focusing on an open and ethical government, rebuilding quality neighborhoods, and transforming our schools and commercial corridors. She will take a hands-on approach to leadership and bring change faster than the current administration.

**19%  
(+2 from initial ballot)**

**Evans Profile:** Ward 2 Councilman Jack Evans, has been a tough leader for over 20 years. He's the reason D.C.'s economy is so strong - balancing the district's budget for eleven consecutive years and being a steward of prosperity and jobs. Evans spearheaded the construction of the convention center, Nationals stadium, and Verizon Center. Evans will take his experience and build a better D.C.

**13%  
(+0 from initial ballot)**

In short, polling shows Tommy Wells very well positioned in the race for Mayor, and with enough undecided voters to allow for volatility in this race. Tommy's initial support, and more important, his ability to attract additional votes in disproportionate numbers bodes well for his campaign. Of course, the campaign will need the resources necessary to mount an aggressive outreach and communications effort and turn these inherent advantages into victory.