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To: Interested Parties
 Fr: Pete Brodnitz
 Date: December 6, 2011
 Re: Recent Polling Results

The results of our recent poll of Hawaii Democratic Primary voters show that Congresswoman Mazie Hirono is in a strong position to become the Democratic nominee for U.S. Senate. She currently receives a majority of the vote and holds a double-digit lead over former Congressman Ed Case. She is more well-liked than Case, has a positive job approval rating (Case's job approval is negative), is viewed by primary voters as the candidate most likely to defeat Linda Lingle in the general election, and has a substantial advantage on key attributes.

Hirono Supported By the Majority of Voters

Hirono holds a substantial 18% lead over Case in the Democratic Primary race for U.S. Senate. She receives a majority of the vote (54%), while Case receives 36%, 3% volunteer they support another candidate, and 7% are undecided. Hirono's lead is larger than the number of undecided primary voters.

<i>If the August 2012 Democratic primary election for Senate was held today, and the candidates were ... (names rotated), for whom would you vote? (If don't know) Which candidate do you lean toward?</i>	
	All
Difference	+18
Mazie Hirono	54
Ed Case	36
Another candidate (Vol.)	3
Don't know	7

Hirono More Well-Liked Than Case

More than 7 in 10 voters are favorable toward Hirono, indicating her wide appeal. While the majority of voters are favorable toward Case, positive feelings about Hirono are more intense and Hirono's 51% net positive favorability far outpaces Case's 33% net positive favorability.

<i>Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Mazie Hirono/Ed Case?</i>		
	Hirono	Case
Difference	+51	+33
Total Favorable	72	61
Very favorable	29	16
Somewhat favorable	44	45
Total Unfavorable	21	28
Somewhat unfavorable	13	18
Very unfavorable	8	10
Don't know	7	11



Voters Prefer Hirono’s Performance in Congress over Case

Voters give Hirono a net positive rating for her performance as Congresswoman, while they are net negative about Case’s performance during his term in Congress.

<i>How would you rate the job Mazie Hirono is doing as Congresswoman? How would you rate the job Ed Case did as Congressman?</i>		
	Hirono	Case
<i>Difference</i>	<i>+8</i>	<i>-6</i>
Total Excellent/Good	50	40
Excellent	14	7
Good	36	33
Total Fair/Poor	42	46
Fair	34	37
Poor	8	10
Don’t know	8	13

Hirono More Electable

More voters think Hirono is the better candidate to defeat Linda Lingle in the general: 35% of voters say the phrase “can beat Linda Lingle in the general election” applies *much* more to Hirono. However, just 17% say it applies *much* more to Case. The percentage of voters who say it applies *much* more to Hirono (35%) is even greater than the percentage of voters who believe it applies *much* more or somewhat more to Case (25%).

<i>On a scale of 1 to 5, where 1 means it applies much more to Hirono and 5 means it applies much more to Case, which candidate would you say this phrase applies to more? Can beat Linda Lingle in the general election.</i>	
	All
<i>Difference</i>	<i>+20</i>
Total More to Hirono (1+2)	45
Total More to Case (4+5)	25
1 - Much More to Hirono	35
2	10
3	24
4	8
5 - Much More to Case	17
Don’t Know	6

Voters Prefer Hirono By More than 2-to-1 on Cooperation and Being In-Touch

The majority of voters side with Hirono on several key attributes, more than doubling the number of voters who side with Case on each. Hirono has a 33% advantage on which candidate is in-touch with the people of Hawaii. Just 12% of voters think being in-touch applies *much* more to Case (compared to 38% who say it applies *much* more to Hirono).

On a scale of 1 to 5, where 1 means it applies much more to Hirono and 5 means it applies much more to Case, which candidate would you say this phrase applies to more? Is in-touch with the people of Hawaii.

	All
Difference	+33
Total More to Hirono (1+2)	51
Total More to Case (4+5)	18
1 - Much More to Hirono	38
2	13
3	26
4	7
5 - Much More to Case	12
Don't Know	4

Voters are also much more likely to believe Hirono has a cooperative style and works well with others than believe that about Case. At a time when Washington is mired in bickering and name-calling, Hirono has a 36% advantage on who voters think will be cooperative.

On a scale of 1 to 5, where 1 means it applies much more to Hirono and 5 means it applies much more to Case, which candidate would you say this phrase applies to more? Has a cooperative style and works well with others.

	All
Difference	+36
Total More to Hirono (1+2)	56
Total More to Case (4+5)	20
1 - Much More to Hirono	42
2	14
3	17
4	6
5 - Much More to Case	14
Don't Know	7

This memo covers the results of our research: 800 interviews with likely 2012 Democratic Primary voters in Hawaii. The interviews were conducted November 15-19, 2011. The margin of error is ±3.46%. BSG's clients include Senator Jeff Merkley (OR), Governor Tim Kaine (VA), Congressman Adam Smith (WA-9th), SEIU-UHW, and AFL-CIO. Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants in 2007 for his work helping turn Virginia from Red to Purple.