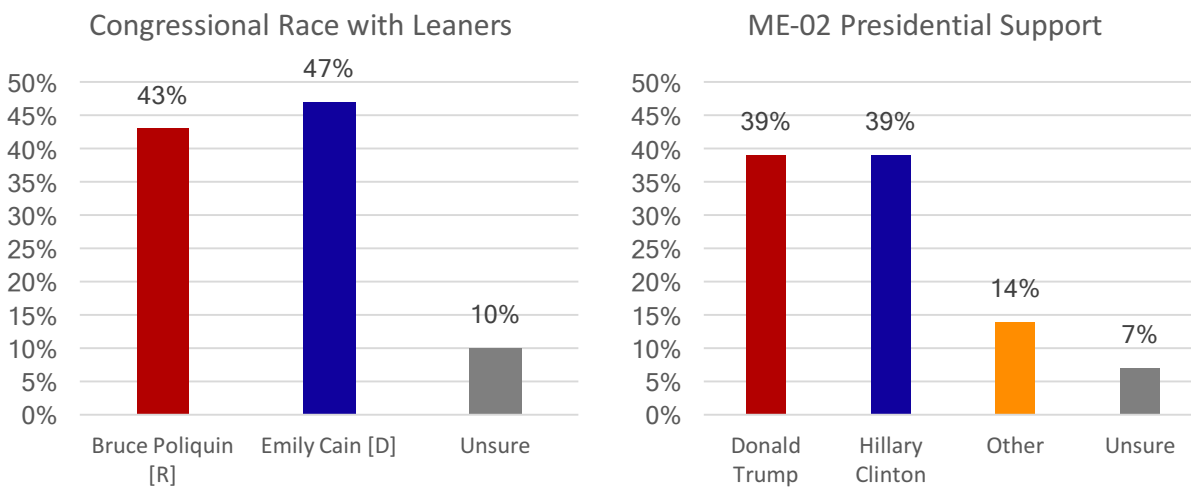clarity+campaign(labs)

To: House Majority PAC
From: John Hagner, Clarity Campaign Labs
Date: October 19, 2016
Subject: Emily Cain Leads in ME-02

A survey conducted October 10th and 11th, 2016 by Clarity Campaign Labs on behalf of **House Majority PAC** shows that voters in Maine's 2nd Congressional district are likely to elect Democrat Emily Cain, who narrowly lost to incumbent Republican Bruce Poliquin last election, this November. The survey includes 932 responses, conducted by IVR calls to landlines and live operators to cellphones, with a margin of error of +/- 3.21% at a 95% confidence interval.
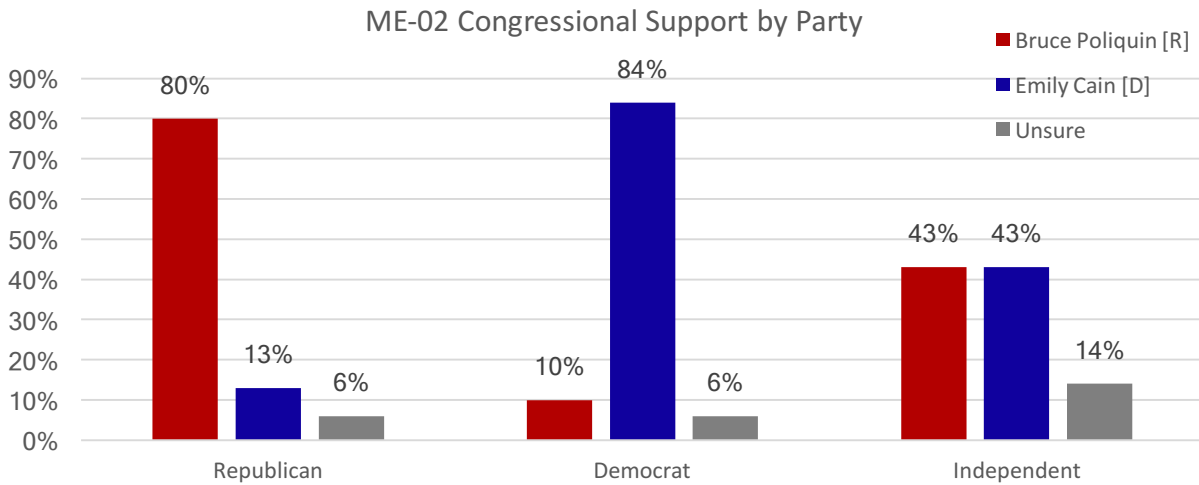

Emily Cain leads Bruce Poliquin by 4% in the race for Congress. Cain gets the support of 43% of the voters in the district, compared to 39% for Poliquin. When undecided voters are asked which candidate they lean toward supporting, both Cain and Poliquin add 4%, bringing the margin to 47% to 43%.

Emily Cain's lead is in spite of the challenges in the national environment in this district. ME-2's single electoral vote is up for grabs and Trump has demonstrated an interest in competing for it. He is tied with Democratic nominee Hillary – 39% Clinton, 39% Trump, with 14% going to other candidates and 7% undecided. Cain is running 8% ahead of the top of the ticket, which is a testament to the connection she's made with the district's voters.
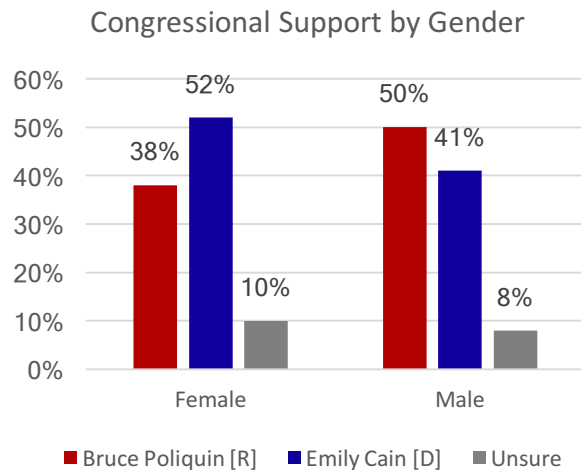
Cain and Poliquin are both well-known to the voters in the district: roughly 90% of the district's voters have an opinion on them. Emily Cain's favorable rating is 38% and her unfavorable is 37%, while Bruce Poliquin is less popular: 34% have a favorable opinion, while 43% of the district give him an unfavorable rating. 16% and 15% of voters sampled have neutral opinions with Cain and Poliquin, respectively.

Cain gets more votes from self-identified Republicans than Poliquin gets from self-identified Democrats. Cain leads 84%-10% among Democrats, and Poliquin leads 80%-13% with Republicans. The two are tied among independents, with 43% support for each.

ME-02 Congressional Support by Party

Cain benefits from a relatively large gender gap, winning 52% of women to 38% for Poliquin. Poliquin has a smaller lead among men, 50%-41%, but women make up a strong majority of voters in this district.

In summary, Emily Cain is strongly positioned to defeat Bruce Poliquin and come to Congress, regardless of what happens in the Presidential race in Maine. Her crossover appeal and name identification make her a strong candidate.

Congressional Support by Gender

The poll was conducted by Clarity Campaign Labs, using a sample pulled from the TargetSmart voter file. Responses were weighted using turnout scores to reflect the likely voting electorate in Maine's 2nd Congressional District.