# Harper Polling

TO: Gus Rantz for Louisiana
FROM: Brock McCleary, President
Date: June 23, 2016
RE: Key Poll Findings—Louisiana Congressional District 3 Survey

The Rantz campaign's spring strategy has proven successful, resulting in notable improvement of Gus Rantz's image and ballot separation from other candidates.

Rantz Image Trend
■ 18-Jun ■ 14-Apr
Very favorable — 8 / 3
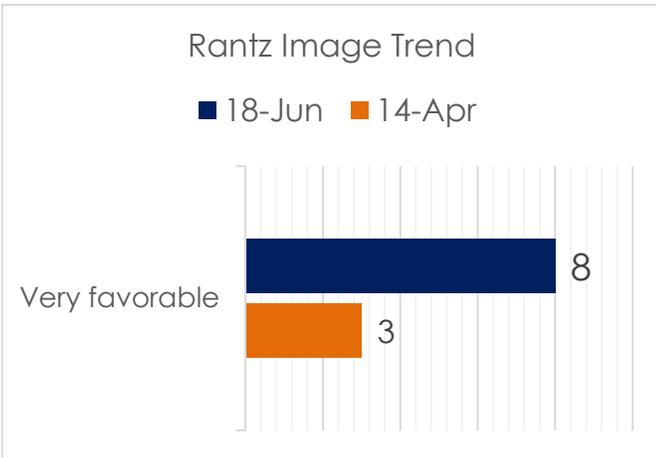
Rantz Image
Congressional candidate Gus Rantz's *very* favorable rating has more than doubled since mid-April (8%, 4/14: 3%) and he has a net +3% image in the district (16% favorable/13% unfavorable/72% no opinion). Rantz still has modest name identification with room to grow. Rantz's image improves among self-identified Very Conservatives (19% favorable/10% unfavorable) and Somewhat Conservatives (18%/14%) as well as Tea Party supporters (19%/6%) and young voters (18-39: 22%/7%).

Congressional Ballot Test
Gus Rantz has tripled his share of the vote on the Congressional Ballot since April, and now stands at 12% (4/14: 4%), while most other candidates have remained stagnant or seen a decline in their support. Rantz earns consistent support across the three regions of the district (Lafayette: 12%, Lake Charles: 11%, South: 14%), and his share of the vote grows among the younger age groups (18-39: 18%, 40-54: 15%). Scott Angelle's strongest advantages are among Democrats (37%-15% Higgins) and Clinton voters (36-11% Higgins). His support from Republicans has plummeted since mid-April (35%, 4/14: 56%).
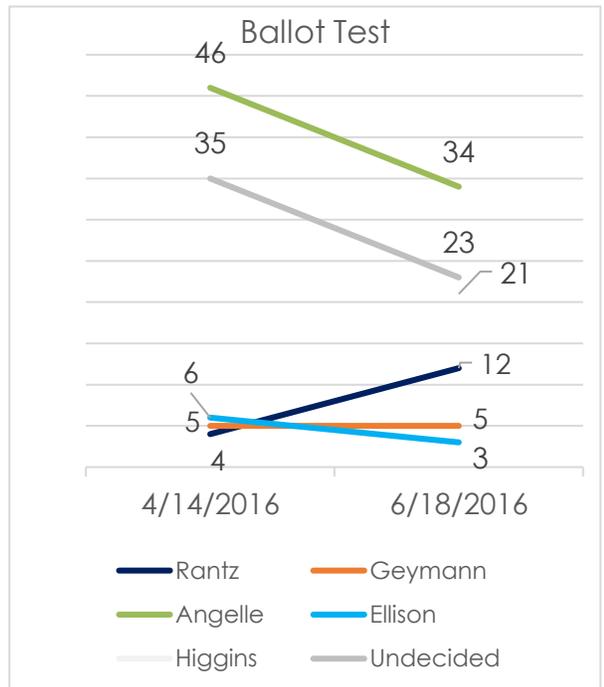
Rantz Campaign Communications
A significant 59% majority say what they have seen, read or heard about Gus Rantz gives them a more favorable view of him (19% unfavorable). Very Conservatives (64% favorable/21% unfavorable), Somewhat Conservatives (78%/0%) and Tea Party supporters (85%/0%) all like what they are hearing about Gus Rantz. The campaign is effectively reaching voters with its advertising on the radio (36%) and on the internet or social media (34%).

Ballot Test
46 / 34 (Angelle)
35 / 23 (Undecided)
21 (Higgins)
6 / 12 (Rantz)
5 / 5 (Geymann)
4 / 3 (Ellison)
4/14/2016 — 6/18/2016
— Rantz — Geymann — Angelle — Ellison Higgins — Undecided