GREENBERG QUINLAN ROSNER RESEARCH

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Bachmann Vulnerable to Defeat in 2012 Status of the Contest for U.S. Congress

To: Interested Parties

From: Greenberg Quinlan Rosner Research

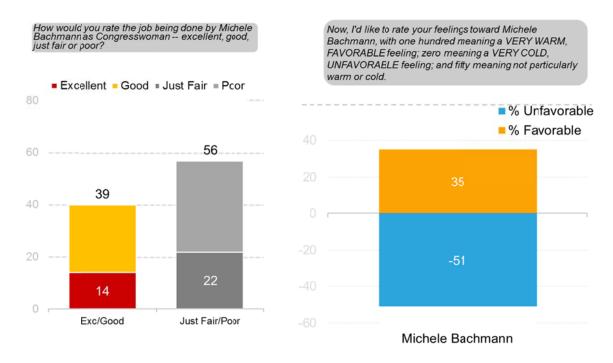
Congresswoman Michele Bachmann's unsuccessful bid for president had a clear and negative impact on her standing among voters in the new Minnesota 6th CD. She receives low marks on both her job performance and personal favorability. While she is well-defined and almost universally known, her support is below 50 percent in a two-way contest for U.S. Congress. Her weaker standing leaves her vulnerable to defeat in this November's election against businessman Jim Graves.

A poll of 505 likely voters in Minnesota's 6th Congressional District¹ shows that the district's voters are not as conservative as conventional wisdom suggests. While there is a Republican advantage in partisanship, voters split on feelings toward groups like Planned Parenthood (40 – 34 percent warm/cool ratings) and pro-life, anti-abortion groups (41 – 38 percent warm/cool ratings). The Tea Party receives net negative ratings among the district's voters, with 30 percent warm and 43 percent cool ratings.

Bachmann also comes to the 2012 elections with poor standing with voters in the district. Just 39 percent give her positive job performance ratings of either "excellent" (14 percent) or "good" (26 percent), while 22 percent rate her job as "just fair" and more than one-third (34 percent) rate her job performance as "poor". Bachmann is known by nearly every constituent (96 percent can identify and rate her), but reactions to her are strongly negative, with 51 percent of voters giving her a cool, negative rating and just 35 percent giving her a warm, positive rating.

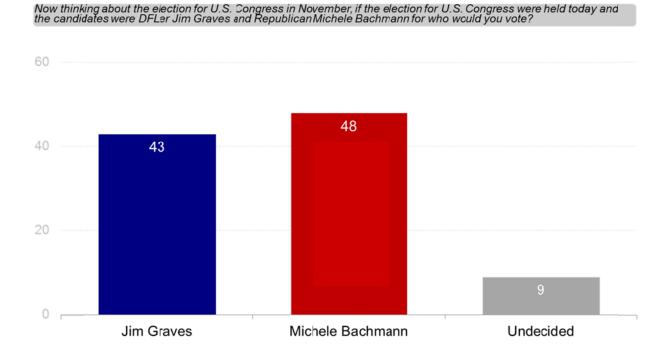
¹ This survey was prepared and supervised by Greenberg Quinlan Rosner Research, Inc. Calling took place June12-14, 2012. These findings, based on a sample size of 505 registered and likely November 2012 voters, are subject to a sampling error of ±4.4 percentage points at a 95 percent confidence interval.

Figure 1: Bachmann Job Performance and Personal Standing



The race for U.S. Congress reflects her weakness with Bachmann under 50 percent and leading by only 5 points (48 – 43 percent, with 9 percent undecided).

Figure 2: Congressional Head-to-Head



Notably, the gap in strength of support is also not as large as one would expect with an incumbent who is nearly universally known facing a relative newcomer. Just 31 percent of voters say they are certain to vote for Bachmann, compared to 26 percent who are certain Graves voters. This leaves a large persuadable bloc up for grabs in November.

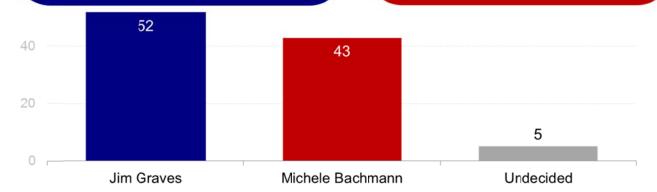
Bachmann faces a big challenge this year. Jim Graves is a compelling candidate—a man who was born and raised in St. Cloud and is the product of a middle class family; a man who built a successful Minnesota business from the ground up. Once people learn more about him, he gains support quickly and moves into a 9-point lead (53 – 42 percent) in the Congressional contest.

Figure 2: Congressional Head-to-Head After Positive Profiles

After hearing more information, thinking again about the election for U.S. Congress in November, if the election for U.S. Congress were held today and the candidates were DFLer Jim Graves and Republican Michele Bachmann for who would you vote?

Jim Graves, a businessman was born and raised in St. Cloud as one of six siblings in a middle-classfamily, where he worked to pay his own tuition for Catholic high school. He married his high school sweetheart, Julie, and worked his way through St. Cloud State University. Graves started the American motel chain from the ground up, creating thousands of good paying jobs for the people of Minnesota. A Christian, Graves has spent his adult life volunteering in the community and serving organizations dedicated to helping women and families. He is running for Congress to take his experience creating jobs and building businesses to Washington, and will work to restore fscal responsibility, create more jobs that pay a living wage, and level the playing field so that every American has the chance to reach their goals in life.

Michele Bachmann moved to Minnesota when she was 13, and graduated from Anoka High School and Winona State University. She met her husband, Marcus, in college, and they married and moved to Stillwater, where they run a Christian counseling center and cared for 23 foster children. In Congress, Bachmann is a leading advocate for bipartisan earmark reform and tax relief and is a staunch opponent of wasteful government spending. She pushed hard to get the House of Representatives to authorize replacing the Stillwater Bridge, and worked across the aisle with Minnesota's Senate delegation to get the bill signed by President Obama. She is a reformer who stays true to her conservative beliefs while pushing for real reform of the broken ways of Washington.



With the resources to communicate his story to voters and run a focused campaign, Graves can defeat Bachmann this November.