



MEMORANDUM

TO: MIKE LEE FOR SENATE
FROM: WILSON RESEARCH STRATEGIES
SUBJECT: STATE OF RACE IN UTAH
DATE: JUNE 10, 2010

A recent WRS poll of 300 likely Republican primary voters shows Mike with a strong lead against Tim Bridgewater.

As voters compare the two choices, they are choosing Mike Lee by nearly a double-digit margin. Lee is even stronger among those who know the most about the two candidates, including those who hold favorable opinions of both.

Key Findings

- **Mike Lee has built a strong nine point advantage as Utah voters have had the chance to assess the two candidates.**

	<i>Primary Ballot</i>
<i>Mike Lee</i>	39%
<i>Tim Bridgewater</i>	30%
<i>Undecided</i>	31%

- **Among voters who have favorable images of both candidates, Mike Lee's lead is an even stronger 11 point advantage.**

	<i>Primary Ballot (among those with favorable images of both)</i>
<i>Mike Lee</i>	45%
<i>Tim Bridgewater</i>	34%
<i>Undecided</i>	21%



Methodology

Wilson Research Strategies conducted a research study of likely GOP primary voters in Utah.

Respondents were contacted by phone via a live telephone operator interview June 8, 2010. The study has a sample size of n=300. The margin of error is equal to $\pm 5.7\%$ in 95 out of 100 cases. The sample was stratified to represent the district electorate based on race, age, gender, partisan identification, and geographic distribution.

About Wilson Research Strategies

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WRS provides donor research to Christian and other not-for-profits and alumni research to colleges and universities. More than 200 Christian and other not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WRS's data and analysis.

WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.