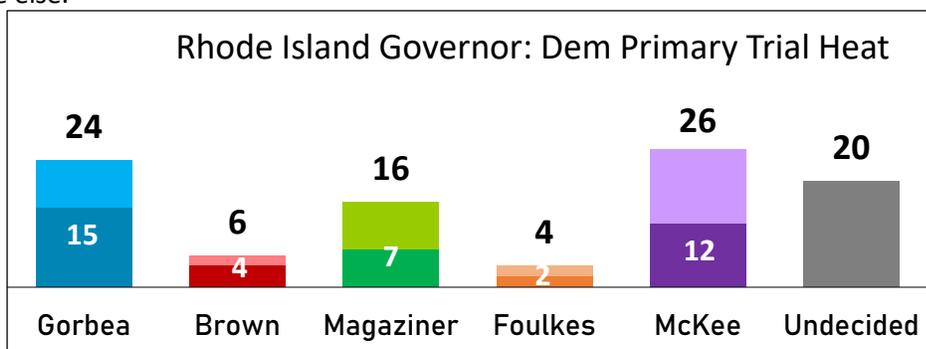


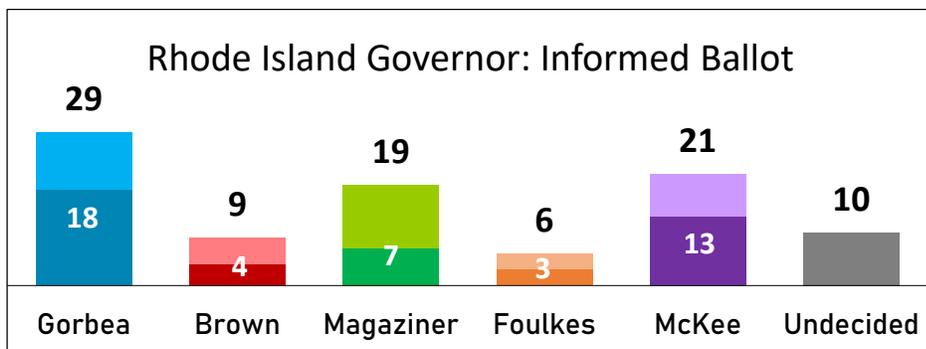
To: Interested Parties
 From: Celinda Lake, Daniel Gotoff, Sandra Markowitz and McCauley Pugh, *Lake Research Partners*
 Re: Nellie Gorbea Strongly Positioned in Rhode Island’s Democratic Primary for Governor
 Date: November 19, 2021

The following memo outlines key takeaways from a recently completed survey (fielded Nov. 7th-10th, 2021) of likely Democratic Primary voters in Rhode Island.¹ **An initial trial heat for Governor shows Secretary of State Nellie Gorbea in a statistical tie for first place—and moving into a lead once voters hear more about her and the other candidates.**

- A matchup between Nellie Gorbea, Matt Brown, Seth Magaziner, Helena Foulkes and Dan McKee starts out within the margin of error: 26% to McKee, 24% for Gorbea, 16% for Magaziner, 6% for Brown and 4% for Foulkes. In terms of strong support—an early indicator of intensity and momentum—Gorbea leads the field, including the acting Governor. One-in-five voters (20%) is undecided, underscoring the openness of the race today. Four percent say they plan on voting for someone else.



- **An informed trial heat that provides positive statements about all of the candidates catapults Gorbea into a clear lead: 29% Gorbea, 21% McKee, 19% Magaziner, 9% Brown and 6% Foulkes, with 10% of voters undecided and 7% saying they plan on voting for someone else.** The text of the candidates’ profiles is included on page 3 of this memo.



¹ Lake Research Partners designed and administered, using professional interviewers, this telephone (cell and landline) survey of 500 likely 2022 Democratic Primary voters. The survey was conducted November 7-9, 2021. The margin of error for the full sample is +/-4.38%. and larger for subgroups.

- At this point in the survey, Gorbea pulls ahead with voters in Providence, voters outside of Providence, women, voters of color, white voters and voters under 50. Voters respond to Gorbea because they are looking for a Governor who will provide transformative leadership to improve the lives of everyday Rhode Islanders.

- **Nellie Gorbea’s ballot strength derives in part from her impressive personal image ratings, in part from her strong job performance ratings, and in part from the other candidates’ relative weakness on both these dimensions.**
 - **Gorbea’s job performance ratings are not only robust but notably stronger than McKee’s or Magaziner’s.** Fully 58% of voters rate the job Gorbea is doing as Secretary of State as excellent or good (versus 23% just fair or poor). By comparison, McKee’s ratings are net-negative, with his positive job performance ratings at 45% excellent/ good and his negative ratings at 50% just fair/ poor. Magaziner’s positive job performance ratings are also lower than Gorbea’s (55% excellent/ good) while his negative ratings are higher (26% just fair/ poor).

 - Gorbea (53% favorable to 21% unfavorable), Magaziner (50% favorable to 20% unfavorable) and McKee (50% favorable to 32% unfavorable) are broadly popular with around half of the Democratic primary electorate and have low unfavorable ratings, but Gorbea boasts intensely favorable ratings that are substantially higher than the other candidates’ (21% very favorable for Gorbea compared to 16% very favorable for Magaziner and 14% very favorable for McKee).

- The other two candidates included in the survey are little known more unpopular than not. Just 23% of voters have a favorable impression of Matt Brown while 26% have an unfavorable impression, and the remaining 50% have no opinion or have never heard of him. Helena Foulkes is even less familiar to the voters and already has an upside-down image among Democratic primary voters (12% favorable, 16% unfavorable, 72% no opinion/ never heard).

In conclusion, Gorbea not only starts out in a statistical tie with McKee, but increases her support, moving into the lead once voters hear positive information about all of the candidates. The data shows Gorbea strongly positioned to win this primary and become Rhode Island’s next governor.

* * * * *

Appendix

Text of Informed Trial Heat

[GORBEA] Nellie Gorbea, Secretary of State, former head of an affordable housing non-profit and mother of three, is a transformative leader who'll ensure state government serves people—not political insiders. Nellie cut red tape, modernized our elections, and clamped down on special interest lobbying. The result: a record-breaking 40% increase in small businesses and unprecedented 521 thousand people voting in 2020. As Governor, Nellie will bring diverse voices to the table, so we're a leader in making housing affordable, revitalizing our schools and creating renewable energy jobs.

[BROWN] Matt Brown is running for Governor alongside Cynthia Mendes for Lieutenant Governor and a slate of diverse progressive candidates down the ballot, on a platform of representing the people of Rhode Island, not corporate lobbyists, insiders, or the corrupt political class. Matt will enact a Green New Deal, universal healthcare, sweeping racial justice policies, affordable housing, and create thousands of new, union jobs. Matt and Cynthia will clean out the corruption in our government and build a Rhode Island that finally works for all.

[MAGAZINER] Seth Magaziner is running for Governor to move past old-style politics and build an economy for all Rhode Islanders. As General Treasurer, Seth has prioritized education and job creation, investing over \$1.4 billion in repairing and replacing over 176 school buildings and creating over 23,000 jobs. As Governor Seth will restore the American Dream, improving public schools, making college and vocational training more affordable, and creating good jobs by transitioning Rhode Island to a clean energy economy.

[FOULKES] Helena Foulkes is a lifelong Rhode Islander and former President of CVS's retail business, responsible for two-hundred-thousand employees, 80 billion dollars in sales, and innovations that save customers money and improve their wellbeing—including ending tobacco sales at CVS stores. Helena will bring her expertise creating job growth to the governor's office, making Rhode Island a place for businesses to invest, creating markets for the things we produce, and ensuring the green economy helps drive growth in our state.

[MCKEE] Governor Dan McKee is a lifelong Rhode Islander, successful small business owner, and former Cumberland Mayor. As Lieutenant Governor, McKee stood up for working Rhode Islanders and small businesses. McKee sued Big Pharma over their role in the opiate crisis and took on the giant electric companies to lower costs for ratepayers. As Governor, alongside Lieutenant Governor Sabina Matos, McKee's top priority is guiding our state safely through the pandemic, while providing effective fiscal management, quality public education for all, and economic development centered on small businesses.