

To: DMFI PAC
From: The Mellman Group
Re: Shontel Brown Cut Her Deficit To Just 5 Points In The OH-11 Primary
Date: July 19, 2021

This analysis is based on the findings of a survey of 400 voters in Ohio's 11th Congressional District representing the likely electorate for the Democratic primary which will held August 3, 2021. The survey uses a registration-based sample, with interviews conducted via landline, cell, and text-to-online from July 13-17, 2021. The margin of error for the sample as a whole is +/- 4.9% at the 95% level of confidence (higher for subgroups). This survey was conducted on behalf of DMFI PAC.

Our just-completed survey reveals dramatic movement toward Shontel Brown as Democrats in Ohio's 11th Congressional District learn more about her contributions to the community and about the divisiveness and failings of her opponent, Nina Turner.

This Is A Two-Woman Race, With Brown Dramatically Closing A Once-Yawning Gap

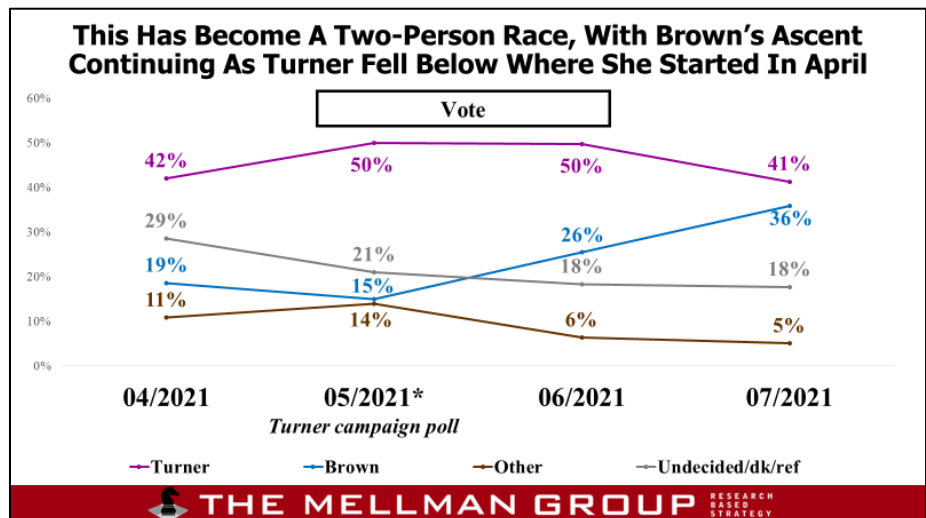
Today, this is a 5-point race, with Turner at 41%, to 36% for Brown.

It wasn't always that way.

Turner began with a large lead which only increased as she deployed her vast financial advantage.

Turner led by 23 points before either candidate took to the airwaves. From her years as a surrogate for Bernie Sanders as well as from a failed campaign for Secretary of State in which she carried only her home county (the core of the 11th CD, however), Turner was well known.

She used her work for Sanders to raise vast sums of money across the country and spent over a million dollars before Brown had done any paid communication. Turner's own poll bragged that her spending moved her to a 35-point lead.



Our own poll, a couple of weeks later, after Brown was endorsed by Hillary Clinton and began paid communications, revealed that Brown had reduced Turner's 35-point lead to 24 points. Then three things happened. In addition to the Clinton endorsement, Brown earned the support of former Congresswoman Marcia Fudge's mother, House Whip Jim Clyburn, and the Congressional Black Caucus. Second, Brown began spending at higher levels to get her message out. Finally, DMFI PAC began a positive ad and then one pointing out Turner's failure to support Democrats Biden and Clinton against Trump, as well as her vulgar attack on Biden and her vote against the Democratic Party Platform.

The result: a dramatic swing toward Brown. Turner's once-mighty advantage collapsed to a mere 5-point margin (41% Turner, 36% Brown). Between June and July, Turner's vote shrank by 9 points, while Brown's ballooned by 10.

Turner Remains A Bit Better Known, And That Difference Provides Her Small Current Lead

Turner is still slightly better known than Brown, as her hard name identification is 6 points higher. With some of that difference in higher unfavorable ratings for Turner, the race between the two is exactly tied among those who know both candidates.

Among voters who know each, Turner is much more likely to be seen as extreme and divisive.

Though evidence suggests undecided voters are willing to come to Brown as they learn more, Turner has now launched dishonest attacks and is calling upon Super PACs for additional help.

In sum, this race is winnable, but putting Shontel Brown over the top will require substantial resources and a sustained communications effort through Election Day. The more voters know about the two candidates, the more they will move towards Brown.

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