



September 1, 2016

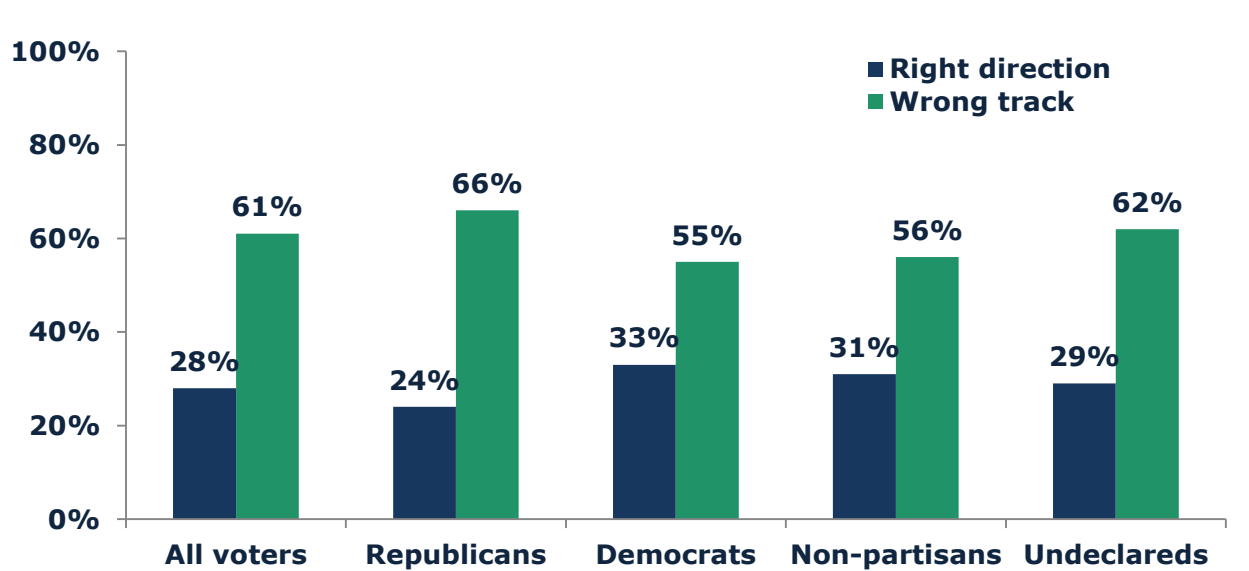
TO: Murkowski for Senate
FROM: Hans Kaiser, Moore Information, Inc.
RE: Survey Results

Results from our just completed survey in Alaska shows an electorate unhappy with the current direction of the state and one not particularly thrilled with the GOP and Democrat nominees for President. However, despite this disaffection voters give Lisa Murkowski high ratings on her image, her job approval and she holds a commanding lead over her five opponents in the general election in November.

Today just 28% of voters in Alaska say the state is headed in the right direction while 61% say it is headed off on the wrong track. This negative sentiment is shared by voters across the partisan spectrum with Republicans being the most negative (24% right direction/66% wrong track) but Democrats negative as well at 33% right direction and 55% wrong track. Non-partisans (-25) and Undeclared voters (-33) also hold high net negative views of the direction of the state.

Voter Mood

"Do you believe things in Alaska are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?"

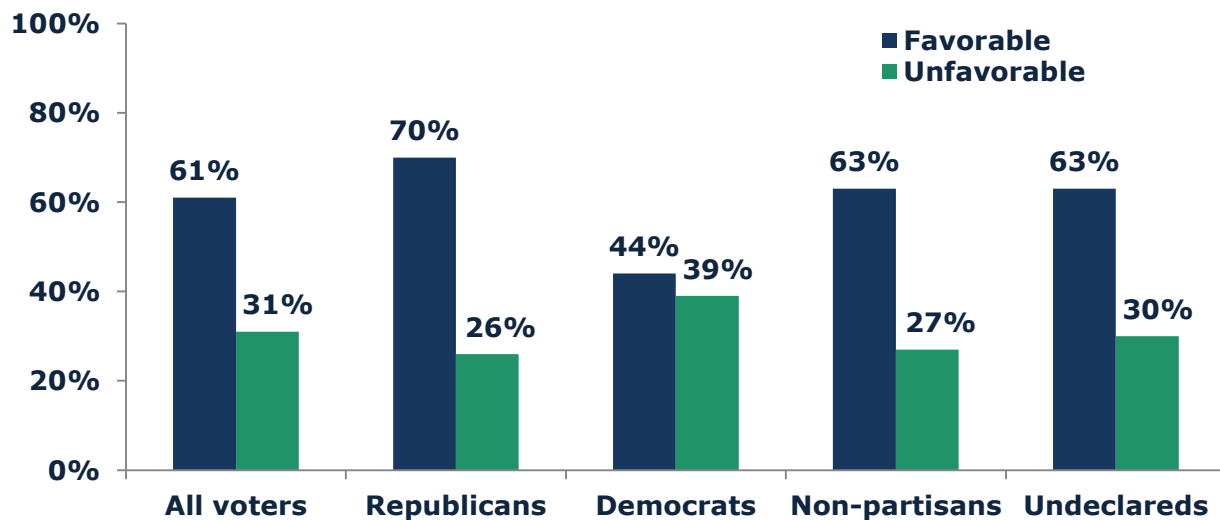


By far the largest concern for voters in Alaska is the state budget. More than one-in-five voters (21%) cite this as the most important problem facing the state. This is followed by the economy (11%), unemployment/jobs (11%), oil decline/crisis (5%), cost of living/lack of living wages (4%), ineffective government (4%) and wasteful spending (3%). Economic issues both from a government standpoint and from a personal perspective are most concerning to the Alaskan voter today.

Despite this negativity Lisa Murkowski continues to hold a high favorable rating with 61% viewing her favorably today while 31% view her unfavorably. Murkowski gains solid ratings across the board with Republicans (70% favorable), Non-partisans (63% favorable) and Undeclared voters (63% favorable) all holding very positive views of the Senator. Even Democrats have a net favorable view of Murkowski with 44% viewing her favorably and 39% saying they have an unfavorable view of her.

Lisa Murkowski Image

"Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Lisa Murkowski. If you have no opinion or have never heard of Lisa Murkowski, just say so."

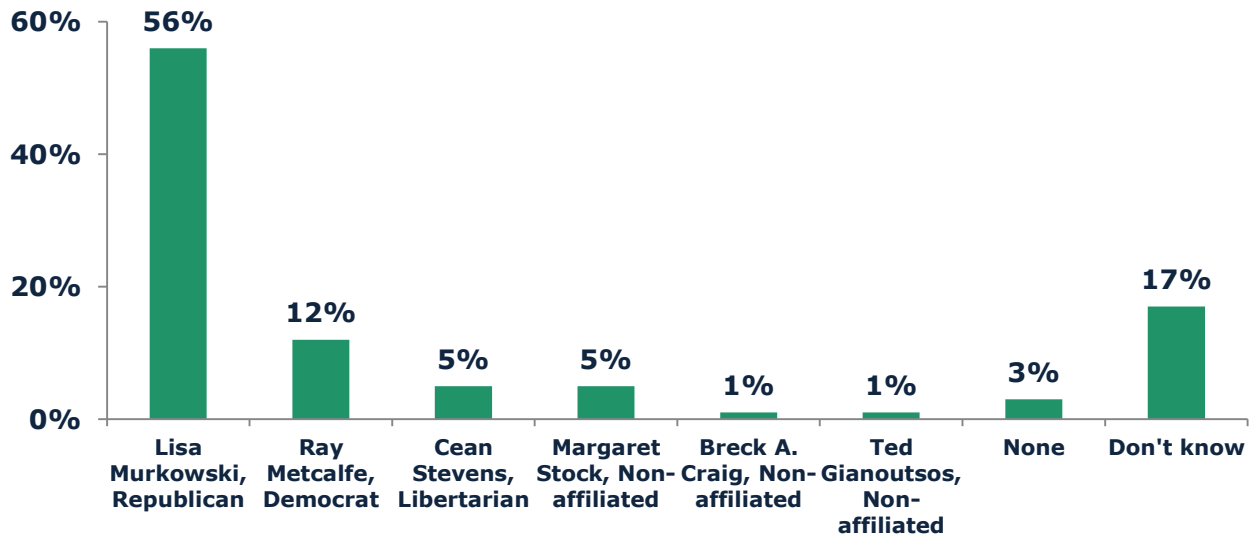


Furthermore, her job approval rating by voters is even higher than her image with 68% of all Alaskan voters saying they approve of the job she is doing and just 25% saying they disapprove. Partisans of all stripes approve of the job she is doing as well as voters of all philosophies. In fact, large majorities of Conservatives, Moderates and Liberals say they approve of the job she is doing. Regardless of where we look, age, gender, region, whatever, large majorities of all demographic groups say they approve of the job she is doing. This is all the more impressive when considering how negative voters are about the overall direction of the state.

These positives translate over to the ballot test where Murkowski holds a commanding lead over her five competitors. Today she is getting 56% of the vote while her next closest competitor, Ray Metcalfe, is getting just 12% of the vote. Cean Stevens and Margaret Stock are tied for third place at 5% each, while Breck Craig and Ted Gianoutsos are each getting 1%. Murkowski holds solid leads across all geographic regions and age groups as well as with men and women. The one group with whom she is currently trailing Ray Metcalfe is self-described "Liberal" voters with whom she trails Metcalfe 27% to 36%.

U.S. Senate Ballot

"Looking ahead, if the general election for U.S. Senate were held today and the candidates were...for whom would you vote?"



Looking at other figures in Alaska Don Young is the next highest rated public figure in the state with 52% holding a favorable opinion of him and 36% holding an unfavorable one. Young holds net positive ratings with all partisan groups except Democrats and Liberals who view him unfavorably. Nonetheless he holds solid net positives with all age groups and high double-digit net positive scores in all regions of Alaska outside of Anchorage.

Bill Walker has lost some of his luster since his election and now is viewed favorably by 49% of Alaskans and negatively by 32%. His image is upside down with Republicans (36% favorable/44% unfavorable) as well as with Conservatives (32% favorable/50% unfavorable) while Democrats and Liberals are most likely to hold a favorable view of him. Democrat standard bearer Ray Metcalfe is relatively unknown in the state with just a quarter of voters holding an opinion of him (15% favorable/11% unfavorable). Like Walker, his highest positives come from Democrats and Liberals, although Moderates are as equally impressed as Liberals.

The two Presidential candidates are both viewed very negatively by voters in the state but Hillary Clinton's image (27% favorable/65% unfavorable) is considerably more negative than Donald Trump's (38% favorable/51% unfavorable). This plays out on the Presidential ballot with Trump leading Clinton 39% to 29% in the general election. Independent candidate Gary Johnson is getting 10% of the vote and Green party candidate Jill Stein receives 4% while 17% of voters say "don't know" or "none." And it doesn't appear that Clinton or Trump have a lot of room for growth here, especially Hillary Clinton whose image is 10% favorable and 67% unfavorable among the voters who are currently undecided on the Presidential race.

These results are from a Moore Information telephone survey conducted August 27-29, 2016 among a representative sample of 500 likely voters in Alaska, plus an oversample of 50 interviews each in Fairbanks, Kenai and Matsu. Interviews were conducted using live interviewers and included landline and cell phones. The potential sampling error is plus or minus 4% at the 95% confidence level.