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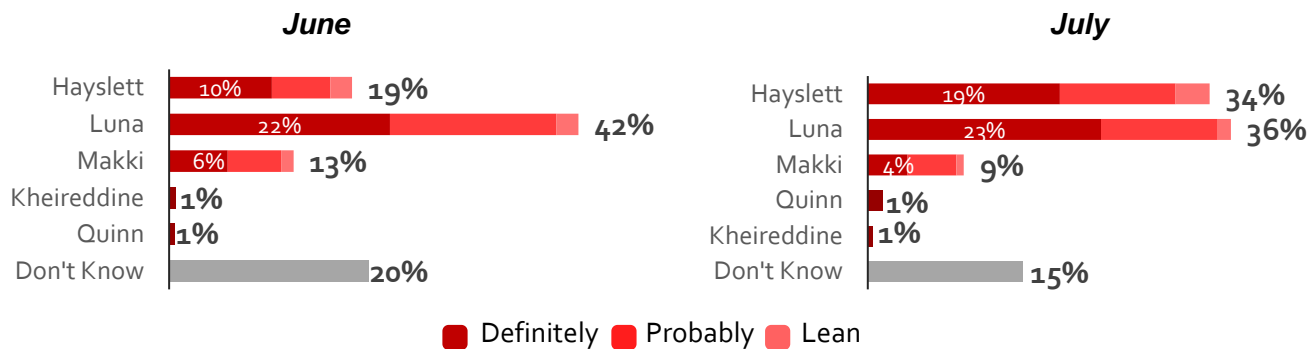
American Viewpoint, Inc.
(703) 684-3325
www.amview.com

To: Interested Parties
From: Randall Gutermuth
Re: Recent FL CD-13 GOP Primary Survey Findings
Date: July 28, 2022

The following outlines key findings from a GOP primary survey commissioned by Kevin Hayslett for Congress. Interviews were conducted July 24-27, 2022. The margin of error for the full sample (n=400) is +/- 4.9% at the 95% confidence level while the margin of error among sub-groups is greater.

As seen after the benchmark survey, Anna Paulina Luna's support is soft, and Kevin Hayslett has already put the race within the margin of error.

- As seen below, Hayslett has made significant gains since a survey conducted in late June.



- Hayslett has gained 22-points in terms of the margin against Luna among Trump Movement voters and 20-points with Traditional Republicans.

In terms of perceptual ratings, Hayslett is the only candidate seeing their favorable rating increase.

- Between the late June survey and today, Hayslett's favorable to unfavorable ratio has gone from 31:6 to 51:21. Luna's has gone from 57:15 to 57:28 and Makki's has gone from 39:9 to 39:16.

The key leading indicators show Hayslett should build a lead in the coming weeks.

- Among those who have an opinion of both Hayslett and Luna (65% of the electorate), Hayslett leads 41%-36% underscoring that Kevin should be able to build a lead the more defined he becomes.
- 48% of primary voters have seen, read or heard something regarding both Hayslett and Luna, with Hayslett leading 40%-38% with these voters.

With less than a month to go before the primary, momentum is clearly on the side of Kevin Hayslett. If he has the resources to finish defining himself and educating voters on Luna's past issue positions, he will be the Republican nominee.