



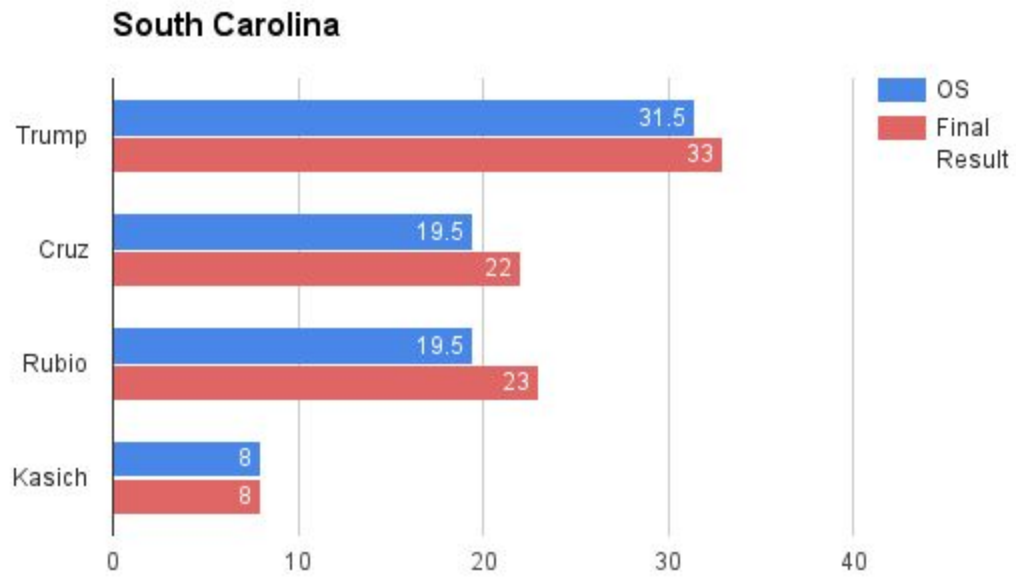
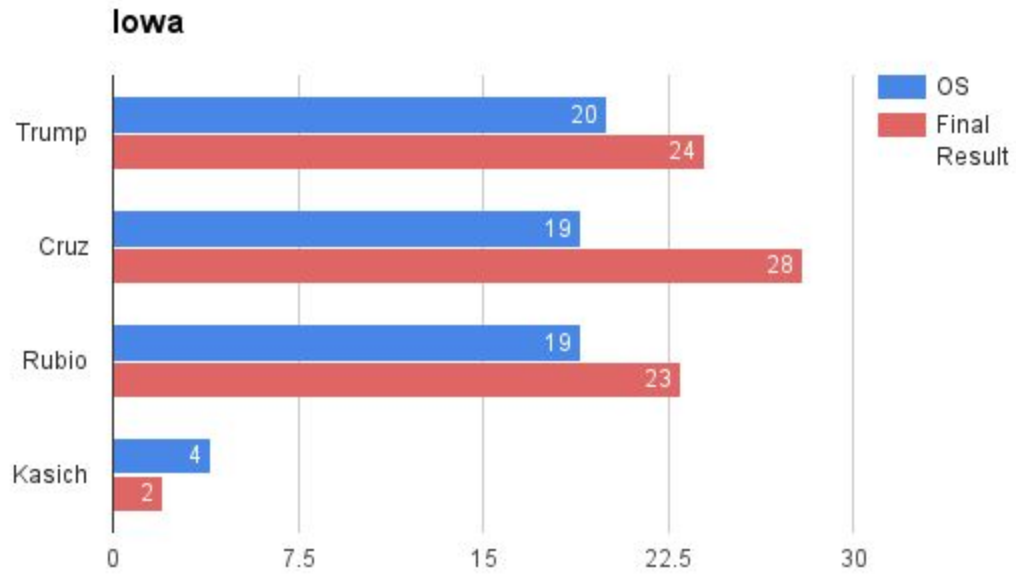
## 2016 Update: Our Primary Results

Throughout the 2016 Presidential primary season, Opinion Savvy has conducted polling in several early states for the highly contentious Republican nomination. In most states, our work has been featured by Fox affiliates, though for some (notably Iowa), we have released our polls without media sponsorship.

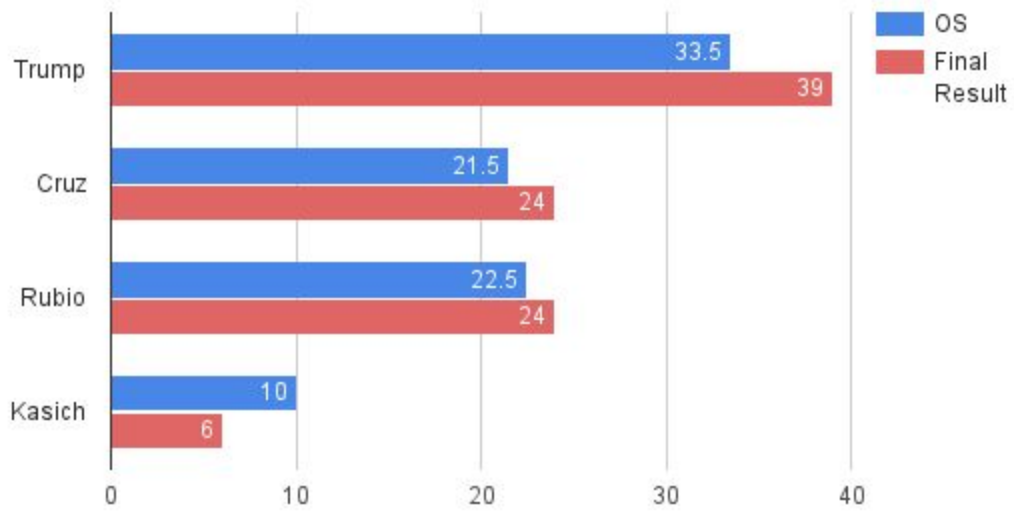
The following table demonstrates the spread between the first and second place candidates in three metrics: the final Real Clear Politics average (final 6-7 polls); the average of our own polls in the final week of each contest; and the final result. In nearly every instance, we have outperformed the final RCP spread thus far.

<b>State</b>	<b>RCP Average</b>	<b>OS Average</b>	<b>Final Result</b>
Iowa	Trump +5	Trump +1	Cruz +3
South Carolina	Trump +13	Trump +9.5	Trump +10
Georgia	Trump +14	Trump +11	Trump +14
Texas	Cruz +9	Cruz +11	Cruz +17
Florida	Trump +18	Trump +18.5	Trump +19

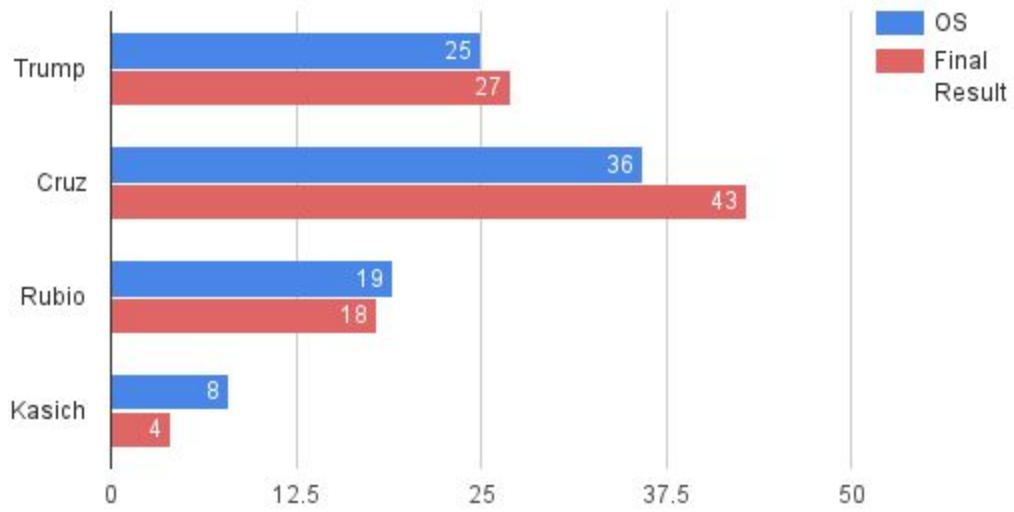
As encouraging as these results have been, the winning spread only highlights one part of a broader picture. In the charts below, our average final-week results are compared to the final results of each primary. In each contest, our polling has shown not only where momentum has gathered (e.g. Rubio in Iowa), but they have likewise accurately mirrored the final results.

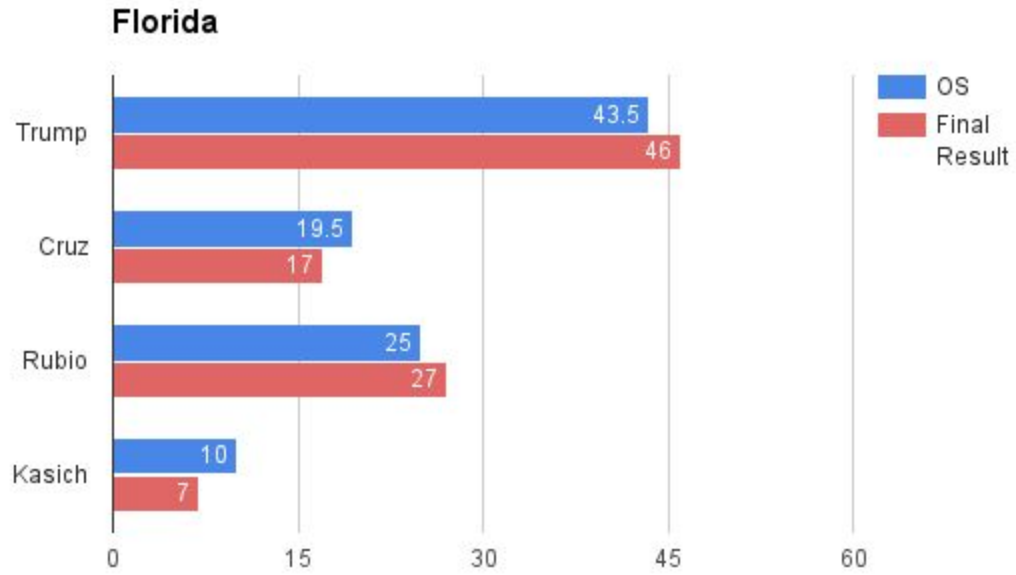


### Georgia



### Texas







## Our Methodology

Our results during this election cycle have not been the result of luck. Rather, we have successfully tested and demonstrated the efficacy of a blended sample, mixed mode methodology for completing public political surveys throughout the United States.

Using targeted voter information, we first sample individuals on their landline telephones using an interactive voice response system. This methodology eliminates interviewer bias and ensures absolute consistency in an economical manner. While some media pollsters reject the use of automated systems, we embrace this technology, which makes it possible to field questions at a moment's notice.

For mobile respondents, targeted voter information is matched to the online accounts of individual voters. Contacted voters are offered a small reward for completing the survey in a dynamic visual format on their mobile devices. The mobile survey is inaccessible by desktop, laptop, etc., and respondents from the same location may not answer the survey more than once. Surveys may be offered in languages other than English.

As a Millennial-owned and operated firm, we believe strongly that one of the largest segments of American voters are being neglected by pollsters, researchers, and campaigns alike. Voters of our generation are highly dependent upon modern technology, notably smartphones and similar devices. Reaching this generation demands that we embrace this technology, to the detriment of those who rely on phone rooms and live agents.