



TO Interested Parties

FROM Dave Metz and Rick Sklarz
FM3 Research

RE: Harris County Commissioner Precinct 3 Survey Results

DATE August 31, 2020

This memo highlights key findings from a recently completed survey¹ of Harris County Commissioner Precinct 3 voters likely to cast a ballot in the November 2020 election. **Currently, most voters are unfamiliar with the candidates, Michael Moore and Tom Ramsey, but following profiles for both, Michael Moore takes a significant lead and remains well-ahead following a full exchange of pro and con messaging.** If he is able to communicate his profile and background to voters, Moore is in a strong position to win the November election.

- **The race for County Commissioner is wide open: the vast majority of Precinct 3 voters have yet to form an opinion about either Michael Moore or Tom Ramsey, and Moore begins the race with a slim lead.** Two-thirds (68%) have never heard or don't know enough about Michael Moore to rate him. Ramsey is even less known, as nearly nine in ten (87%) have no opinion of him, including a 52% majority who say they have "never heard of" Ramsey. Moore initially leads the race by a 42% to 39% margin, but one in five voters are undecided – indicating that there is potential for the race to move either way as voters learn more about the candidate.
- **Joe Biden currently leads Donald Trump by a 14-point margin in the district – 53% to 39% - indicating the potential for additional votes that a Democratic candidate can consolidate as he becomes better-known.**
- **After hearing only positive information about the candidates' backgrounds, Michael Moore takes a 14-point lead -- with support from a 53% majority while 39% support Ramsey.** As **Figure 1** shows, in the initial vote about four in ten voters support Moore and Ramsey with a large undecided of 19%. After hearing positive profiles about the candidates' backgrounds, support for Moore increases by 11 points, putting him over the 50% threshold. Ramsey's vote is unchanged at 39% and fewer than one in ten (8%) remain undecided.

**Figure 1: Vote for County Commissioner
Initial Vote & Vote After Positive Candidate Profiles**

Candidate	Initial Vote	Vote After Positive Profiles
Michael Moore	42%	53%
Tom Ramsey	39%	39%
Undecided	19%	8%

¹ **Survey Methodology:** From August 18-25, 2020, FM3 conducted a survey of 508 Harris County Commissioner Precinct 3 voters likely to cast a ballot in the November 2020 Election. Interviews were conducted via landline and cell/mobile telephone by live interviewers. The sample margin of error for the November general election results is +/-4.4% at the 95% confidence level; the margin of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%.

- Voters continue to support Michael Moore by a double-digit margin after hearing negative information about the candidates.** To simulate the impact of a campaign environment, respondents were presented with opposition messages about both candidates. In a follow-up question 50% back Moore, Ramsey receives 35% of the vote and 15% are undecided (see **Figure 2**).

Figure 2: Vote for County Commissioner After both Positive and Negative Messages

Candidate	Percentage
Michael Moore	50%
Tom Ramsey	35%
Undecided	15%

Taken together, the survey findings indicate that Michael Moore is well-positioned to be elected County Commissioner in November, provided his campaign has sufficient resources to communicate with Precinct 3 voters. There is a clear opportunity for the Moore campaign to establish a strong profile of him as the candidate most prepared to lead Harris County during this challenging time.