

TO: INTERESTED PARTIES

FROM: GREG STRIMPLE, GS STRATEGY GROUP

RE: RESULTS OF JANUARY 2019 NATIONAL SURVEY

DATE: 2.3.19

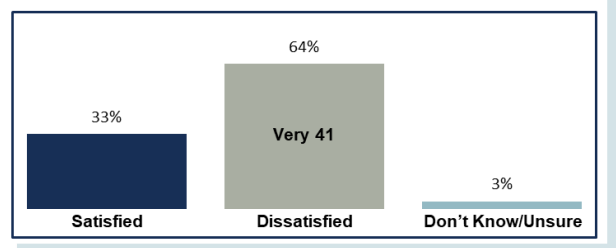
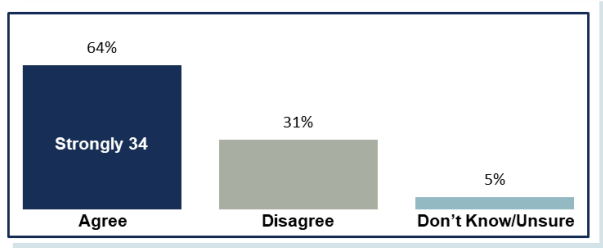
AMERICANS BELIEVE 2 PARTY SYSTEM'S BROKEN; TIME FOR AN ALTERNATIVE

The American people understand what the elites do not -- after years of ideological extremism, extreme partisanship, government dysfunction, and failure to act to advance their needs – the American people are disillusioned with the corrupted two-party system and are looking for an alternative. Despite the torrent of skepticism from Twitter, Washington D.C., the political punditocracy, and partisan elites, the American people reacted positively to the idea that the two-party system is broken and it's time to consider alternatives.

Underlying that support is America's belief the two-party system is broken. Sixty-four percent of Americans agree (34% strongly agree) that the two-party system is broken and it's time for a centrist independent candidate. Driving this belief is their dissatisfaction with the choices for President in 2016. Again, 64% say they were dissatisfied (41% very dissatisfied) with their choices for president in 2016.

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: America's two-party system is broken, and it is time for a centrist candidate not affiliated with either party to be president.

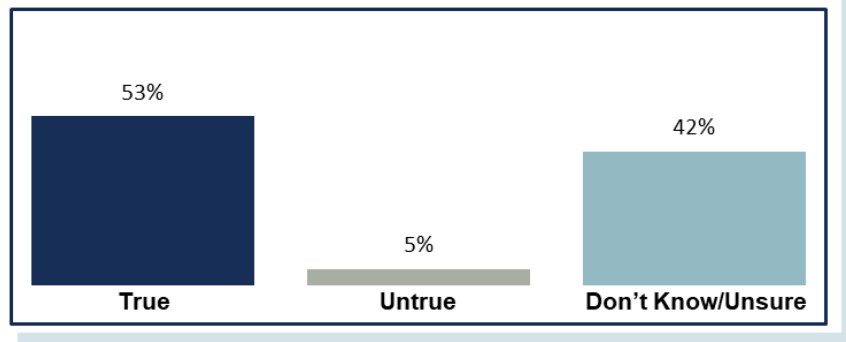
In the Presidential election in 2016, were you satisfied or dissatisfied with the choices from the two major parties?



AMERICA'S REACTION TO HOWARD CHALLENGING THE TWO-PARTY SYSTEM

Howard's announcement that he's exploring a run for president as a centrist independent created a political earthquake. Within the few days following the interview and initial round of earned media, there was already significant knowledge of the Howard's announcement, with 53% saying it was true that Howard was exploring running for President as a centrist independent.

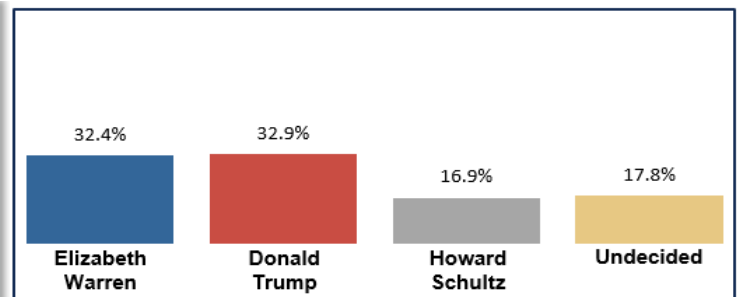
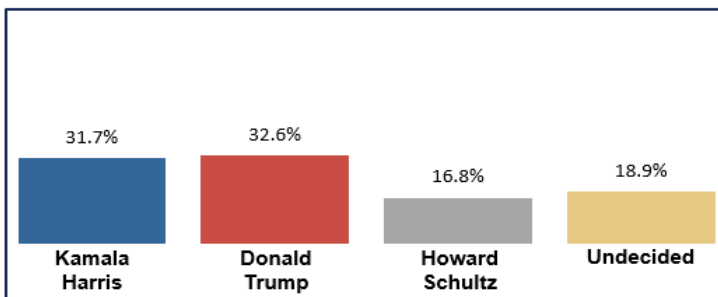
Please tell me whether the following statement is true or untrue: Howard Schultz recently announced he was exploring running for President as a centrist independent.



HOWARD ALREADY COMPETITIVE IN A HYPOTHEICAL THREE-WAY RACE

Howard was presented in a ballot question with President Donald Trump and either Senator Elizabeth Warren and Senator Kamala Harris. Less than a week after the announcement, he was already at 17% of the vote in both three-way match-ups.

If the election for President of the United States was held today and the candidates were Kamala Harris/Elizabeth Warren, the Democrat, Donald Trump, the Republican, and Howard Schultz, a centrist independent candidate for whom would you vote?



SURVEY OVERVIEW

GS Strategy Group conducted a poll January 29-31, 2019 among 1500 likely voters nationwide. The poll produced a margin of error of +/- 2.53% at the 95% confidence level. The respondents were representative of the national electorate as a whole. 50% of interviews were completed by cell phone.