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OPINION RESEARCH • STRATEGIC ANALYSIS

December 21, 2009

TO: McMahon for Senate
FROM: Hans Kaiser
RE: Survey Results: Connecticut GOP Primary Voters

In our most recent survey Linda continues to improve her numbers among Republican primary voters, demonstrating impressive growth. In a little over three months she has gone from being a virtual unknown to now leading the GOP primary race for U.S. Senate. Despite a constant drumbeat of negative attacks by the Simmons camp, Linda is viewed more favorably than Rob Simmons and less negatively. Additionally, Simmons' image and ballot support remain flat and despite the fact the race has winnowed down to three candidates he has now fallen into second place.

McMahon Image

Linda has a positive image of 52%, while her negative rating remains in single digits. Overall 82% of primary voters are aware of her and she is viewed favorably throughout the state and among all demographic groups with extremely low negatives among all audiences. Even in Rob Simmons' home base of Eastern Connecticut, Linda has a very healthy 4:1 favorable/unfavorable ratio.

Linda McMahon Image	Aware	Favorable	Unfavorable
December 2009	82%	52%	7%

Ballot Test

Linda has moved ahead in this race because Rob Simmons has not been able to improve his standing outside of his old Congressional District where he holds a solid lead. That inability to improve outside of his district now becomes problematic for him as only 10% of all undecided voters come from there. Fully 78% of the undecided voters come from the 3rd, 4th and 5th Congressional Districts where Linda currently enjoys leads of 20 points or more. And almost half (47%) of all undecided voters live in Fairfield County where Linda currently leads by 32 points.

December 2009	
Linda McMahon	37%
Rob Simmons	35%
Peter Schiff	4%
Undecided	25%

This memo contains the results of a telephone survey conducted among Republican Primary voters in Connecticut. A total of 400 interviews were conducted December 15-16, 2009, by Moore Information, Inc. The sampling error associated with this survey is plus or minus 5% at the 95% confidence level.