



MARK GUMA COMMUNICATIONS INC

**TO:** Interested Parties  
**FROM:** Mark Guma  
**RE:** Survey of Voters in Connecticut's 5<sup>th</sup> Congressional District  
**DATE:** July 17, 2006

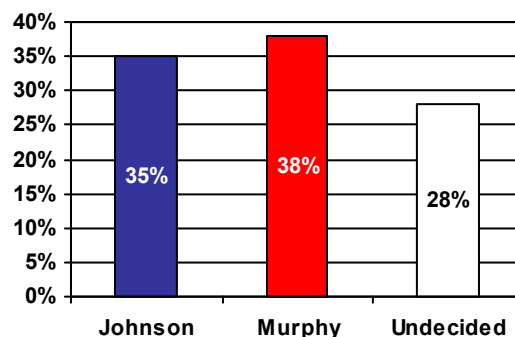
This memo summarizes key findings from a telephone survey of 600 likely voters in Connecticut's 5<sup>th</sup> congressional district. The survey was conducted by Central Marketing from June 11 to June 13. More details on the methodology are provided at the end of this memo.

In the 5<sup>th</sup> district, incumbent Nancy Johnson, a Republican is being challenged by Chris Murphy, a Democrat who has also been endorsed by the Working Families Party (WFP). The survey results demonstrate that **the WFP can play a critical role in persuading swing voters, unaffiliated voters, and Republicans to vote for Murphy.**

The key findings are:

- **The race is extremely competitive (with Murphy holding a three-point lead in the survey's initial horserace question)**
- **Unaffiliated and swing voters are the key to winning (nearly one-third of independent voters are undecided)**
- **WFP messages are effective in convincing swing and Republican voters to vote for Murphy**

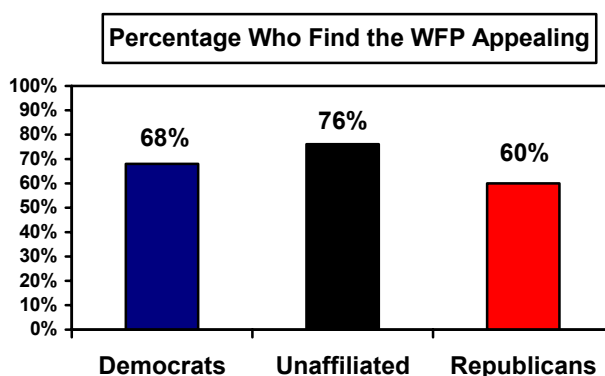
**The race is extremely competitive.** The initial horserace question,<sup>1</sup> before introduction of the candidates' biographies or any messaging, shows Murphy holds a 38%-35% lead (within the margin of error). A substantial portion of the electorate – 28% -- is undecided.



**Unaffiliated and swing voters are the key to winning.** Unaffiliated and self-identified swing voters comprise a significant plurality of the electorate. And these voters are disproportionately undecided at the moment.

- 45% of the electorate is unaffiliated (not enrolled as a member of any political party). And 36% of survey respondents said they vote equally for Democrats and Republicans (self-identified swing voters).
- Thirty-one percent of unaffiliated voters said in response to the initial horserace question that they are undecided between Murphy and Johnson.

A general description of the WFP had broad appeal across the political spectrum and received the most support from unaffiliated voters.



**WFP messages are effective in convincing Republicans and swing voters to vote for Murphy.** The sample was divided in half (Split A/Split B). One half was told Murphy was running on the WFP line and received WFP messaging. The other half was not told of the WFP line, and received straight “Democratic” and “candidate” messaging. Murphy did substantially better in Split B (WFP messaging) among swing voters and Republicans voters than he did in Split A.

	Among Swing Voters	Among Republican Voters
<b>Effect of Democratic/Murphy campaign Messaging (on Split A)</b>	Murphy Gains 1%	Murphy Loses 3%
<b>Effect of WFP Messaging (on Split B)</b>	Murphy Gains 8%	Murphy Gains 7%
<b>Comparison</b>	<i>WFP messaging increases Murphy lead by an extra 7 points (relative to Democratic/Candidate messaging)</i>	<i>WFP messaging reduces Johnson’s lead 10 points (relative to Democratic/Candidate messaging)</i>

### Methodology

*The Connecticut Working Families Party commissioned a survey of 600 likely voters in the 5th congressional district. The margin of error for questions asked of all respondents is +/- 4.0%. The sample was drawn from the state voter file, and respondents were screened for likelihood of voting. Telephone interviews were conducted by Central Marketing, an independent research firm.*

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<sup>1</sup> Each half of the 600-voter sample was asked the initial horserace question in a slightly different way. Split A (300 voters) was asked whether they would vote for Johnson, running on the Republican line, or Murphy, running on the Democratic line. Split B (300 voters) was asked whether they would vote for Johnson, Republican line, Murphy, Democratic line, or Murphy, Working Families line. The results of the two questions fell within the statistical margin of error, and are collapsed into a single graph above.