



JULY 29, 2009

MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES

RE: AUTO SURVEY OF COLORADO REPUBLICAN PRIMARY VOTERS

Magellan Data and Mapping Strategies is pleased to present the results of an autodial survey of 1,649 Colorado Republican primary voters. The focus of this survey was to determine the support for gubernatorial candidates Dan Maes, Scott McInnis and Josh Penry. The interviews for this survey were conducted on July 26th, 2009. This survey has a margin of error of 2.4% at the 95 percent confidence interval. The results of this survey are weighted based on the statewide Republican primary demographics from the 2008, 2006 and 2004 election cycles. Questions about this survey should be directed to David Flaherty of Magellan Strategies at 303-861-8585.

Summary of Findings

The ballot test for the Republican nominee for Governor, among all Republican primary voters, shows Scott McInnis leading with 34%, followed by Josh Penry with 11%, Dan Maes with 6%, and 49% being undecided. The results of this survey clearly demonstrate that Scott McInnis enjoys broad support and name recognition across the state. Josh Penry and Dan Maes have a lot of work to do in both support and name recognition at this early stage of the campaign.

Ballot Test Results by Republican Primary Voting Sub Groups

The survey data to follow summarizes the ballot test among key Republican primary sub-groups of voters by age, region and gender. Currently Scott McInnis leads Josh Penry and Dan Maes by double digits in every voter Republican primary sub-group with the exception of voters aged 18 to 34 (McInnis 24%/Penry 16%). The largest sub-groups of voters that responded of undecided was women (55%) and voters aged 35 to 44 (56%).

Ballot Test Among All Voters (McInnis +23)

If the Republican primary for Governor was being held today, for whom would you vote if the candidates were Dan Maes, Scott McInnis or Josh Penry?

McInnis.....34%
 Penry11%
 Maes.....6%
 Undecided.....49%

Ballot Test Among All Men (McInnis +28)

McInnis.....39%
 Penry11%
 Maes.....7%
 Undecided.....43%

Ballot Test Among All Women (McInnis +16)

McInnis.....28%
 Penry12%
 Maes.....5%
 Undecided.....55%

Ballot Test Results by Age Group

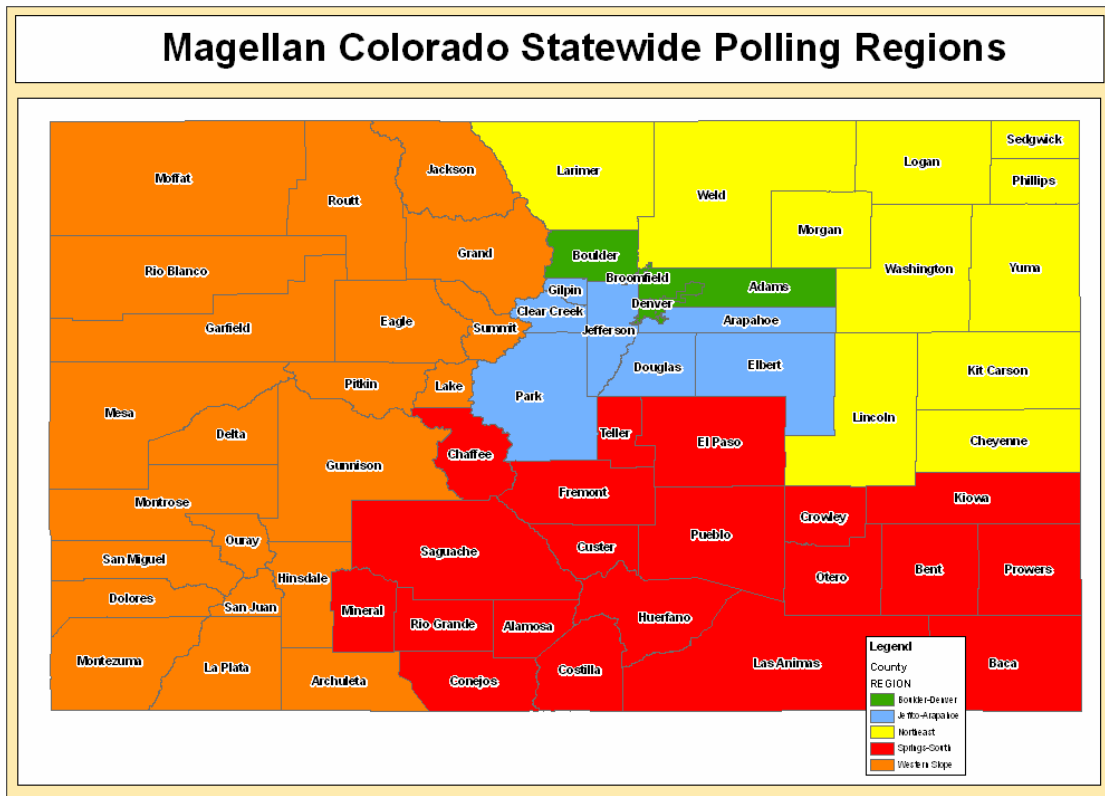
	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65 plus</u>
McInnis Margin	+8%	+17%	+23%	+21%	+27%
McInnis	24%	28%	33%	33%	38%
Penry	16%	11%	10%	12%	11%
Maes	12%	5%	5%	5%	6%
Undecided	47%	56%	53%	50%	45%



Looking at the ballot test results by region, Scott McInnis leads by more than twenty points in all areas with the exception of the Western Slope counties. The Northeast region has the highest percentage of undecided voters with 58%.

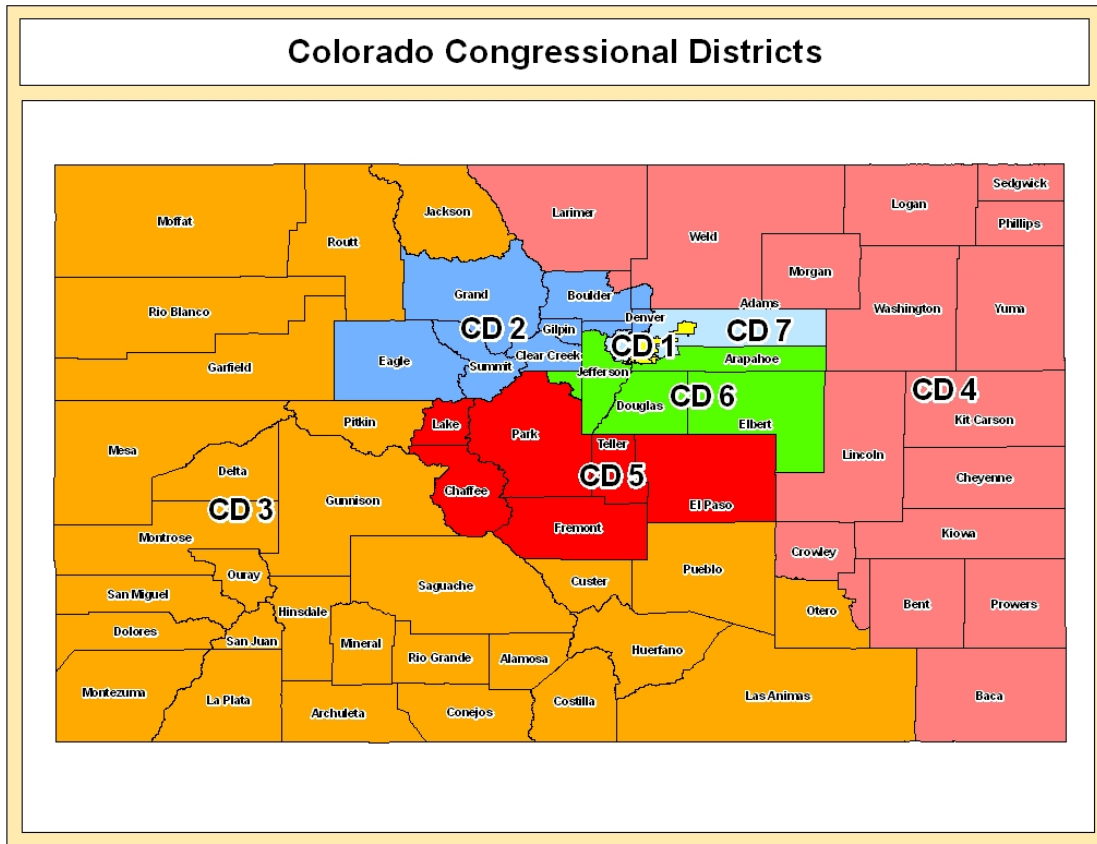
Ballot Test Results by Region

	<u>Jefferson-Arapahoe</u>	<u>Springs-South</u>	<u>Northeast</u>	<u>Boulder-Denver</u>	<u>Western Slope</u>
McInnis Margin	+21%	+26%	+21%	+24%	+18%
McInnis	33%	33%	29%	34%	44%
Penry	12%	7%	8%	10%	26%
Maes	4%	11%	4%	4%	4%
Undecided	52%	49%	58%	52%	26%



Ballot Test Results by Congressional District

	<u>CD1</u>	<u>CD2</u>	<u>CD3</u>	<u>CD4</u>	<u>CD5</u>	<u>CD6</u>	<u>CD7</u>
McInnis Margin	+21%	+24%	+26%	+21%	+19%	+19%	+28%
McInnis	35%	35%	47%	29%	27%	31%	38%
Penry	14%	11%	21%	8%	8%	12%	10%
Maes	5%	4%	3%	5%	14%	4%	4%
Undecided	47%	51%	29%	59%	52%	54%	49%



Ballot Test Results in Five Largest Republican Counties by Primary Vote Contribution

	<u>El Paso</u>	<u>Jefferson</u>	<u>Arapahoe</u>	<u>Douglas</u>	<u>Larimer</u>
McInnis Margin	+7%	+21%	+18%	+27%	+22%
McInnis	23%	34%	30%	37%	27%
Penry	6%	7%	12%	10%	5%
Maes	16%	13%	6%	4%	2%
Undecided	55%	51%	53%	49%	67%



Candidate Image Ratings

Among all the three candidates Scott McInnis is the most well known among all Republican primary voters with 80% name recognition, followed by Josh Penry with 51% and Dan Maes with 43%. Scott McInnis also has the strongest image ratio among all candidates with 5.7 to 1. Josh Penry’s image ratio is 3.6 to 1, and Dan Maes image ratio is 2 to 1.

Image Ratings of Candidates Among All Voters

	Name ID	Favorable	Unfavorable	Undecided	Never Heard Of
McInnis	80%	40%	7%	33%	20%
Penry	51%	18%	5%	28%	49%
Maes	43%	10%	5%	28%	57%

For questions regarding this survey contact David Flaherty of Magellan Strategies at 303-861-8585. The statewide topline results of this survey follow.

Survey Topline Results

T1. Are you registered to vote as a Republican, a Democrat or an unaffiliated voter?

Republican100%
Democrat TERMINATE%
Unaffiliated TERMINATE%
Not registered voter TERMINATE%

T2. How likely are you to vote in the 2010 Republican primary to choose a candidate for the Governor and US Senate elections?

Very likely91%
Somewhat likely9%
Somewhat unlikely TERMINATE%
Very unlikely TERMINATE%



T3. Do you have favorable or unfavorable opinion of Dan Maes?

Favorable.....10%
Unfavorable5%
Undecided28%
Never heard of57%
Name ID43%

T4. Do you have favorable or unfavorable opinion of Scott McInnis?

Favorable.....40%
Unfavorable7%
Undecided33%
Never heard of20%
Name ID80%

T5. Do you have favorable or unfavorable opinion of Josh Penry?

Favorable.....18%
Unfavorable5%
Undecided28%
Never heard of49%
Name ID51%

T6. If the Republican primary for Governor was being held today, for whom would you vote if the candidates were Dan Maes, Scott McInnis or Josh Penry?

McInnis.....34%
Penry11%
Maes.....6%
Undecided49%



DEMOGRAPHICS

T7. Are you a man or a woman?

MALE49%
FEMALE51%

T8. Which of the following age groups applies to you?

18-347%
35-4411%
45-5421%
55-6422%
65pl39%

