



Wilson Research Strategies  
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Phone: 405-286-6500  
Web: www.W-R-S.com  
E-mail: info@w-r-s.com.com

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Subject: MO CD 7 Survey  
To: Interested Parties  
From: Wilson Research Strategies  
Date: April 20, 2009

Although the race is a long way off and voters have not yet engaged in a serious way, Senator Gary Nodler is currently in the best position among current candidates to win the Republican nomination for Missouri's 7<sup>th</sup> Congressional district, according to survey data collected March 9-10, 2009 among likely Republican voters. Three items dominate the data:

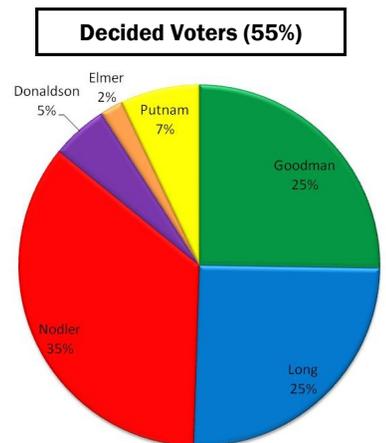
- Senator Nodler, along with Billy Long, currently has the best name ID of any of the potential Republican candidates in the race.
- Senator Nodler leads the ballot with 35% of the decided vote.
- Senator Nodler is the only candidate who appeals to both social and fiscal conservatives.

Nodler's background as a leader on both social and economic issues positions him to speak to the most important issues on voter's minds right now. Similarly, 40% of voters rate economic issues as the most important issue in

deciding who to support. Among those voters, Nodler has an almost two to one lead over the next closest candidate.

While name ID among all potential candidates will almost certainly increase as the election draws closer, Nodler's 49% "heard of" rating is the best in the field. Only Billy Long's 48% "heard of" is comparable. This puts Nodler ahead of the competition, giving him a head start and a base of support, especially in Senate District 32, where he has a 66% favorable rating.

Most importantly, among the 55% of voters that have decided who they support in the race for the Republican nomination, Senator Nodler leads with 35% of the vote. Goodman and Long are tied in second with 25% of the decided vote each.



## Conclusions

Gary Nodler is in a position to take a healthy portion of the very conservative vote while dominating the soft conservatives and moderates. Jack Goodman and John Putnam are limited to fight over the very conservative vote to win, allowing Gary Nodler to build a winning coalition across the entire primary electorate.

### Survey Methodology

Wilson Research Strategies conducted a research study of likely voters in Missouri's 7th Congressional District. WRS selected a random sample of voters from the Missouri voter file using Registration Based Sampling. This sample was stratified based on geography, gender, ethnicity, and vote history. Respondents were contacted via a live telephone operator interview March 9-10, 2009. The study has a sample size of n=300 likely GOP Primary voters. MoE=±5.66%.