

## MEMO

To: Jason Perillo and John Shaban  
From: Zak Smith  
RE: Poll of CT-04 likely voters  
Date: August 3, 2016

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Gentlemen,

Cloudage Strategies conducted an automated poll in CT's Fourth Congressional District on August 1 and 2. N=384

Despite the fact that 87% of likely voters have formed an opinion of incumbent Democratic Congressman Jim Himes, the survey of likely voters shows a political landscape full of opportunities for John and his campaign. To wit:

- Even with the benefit of incumbency, only 42% of district voters would vote to re-elect Jim Himes over John Shaban. Shaban is well/somewhat known to 32% of the district, and unknown to 53% of those polled. The fact that Himes did not crack the 50% mark is a strong sign of vulnerability, especially with Obama off the ticket.
- Once respondents learned about Jim Himes' record, his numbers worsened considerably. Once fully informed, Himes and Shaban are in a dead heat among respondents with Shaban trailing by only 0.6%

Digging deeper into the crosstabs, it should also be noted that a full 20% of Republicans are still undecided and/or have yet to form an opinion about the race -- a collateral effect of the uncertainty some Republicans are having with the top of the ticket. These voters will undoubtedly "come home" once they become familiar with John Shaban as the Republican candidate.

The bottom line is simple: This district remains a true swing district and Jim Himes is very vulnerable in what will be a difficult year for Washington insiders and for office-holders who are aligned with Dan Malloy. BUT John Shaban needs the resources necessary to run television, radio, and digital ads, as well as send out targeted direct mail. If John can raise the money to increase his name ID and get his message out, this race can be one of the most competitive in the Northeast.