

To: All Interested Parties
From: John McLaughlin
Re: NY CD 01 – Executive Summary
Date: January 21, 2010

McLaughlin & Associates recently conducted a survey of 300 likely general election voters in the 1st Congressional District of New York. The results clearly show that incumbent Democrat Congressman Tim Bishop is extremely vulnerable in 2010. The results also show that Randy Altschuler has the right background and message to defeat Tim Bishop.

Anti-Incumbent Trend:

The political environment in the 1st Congressional District of New York offers an opportunity for Randy Altschuler to defeat the incumbent Democrat, Tim Bishop.

- Nearly two-thirds of the voters say the country is heading down the wrong track: 27% right direction to 63% wrong track.
- On the generic ballot, the Republican leads the Democrat by 4-points: 38% vote Republican, 34% vote Democratic and 28% undecided. This is the first lead we have tested for the Republican since 2004.
- Three-fourths of the voters, 76%, give the Democratic majority in Congress a negative job rating, compared to just 20% who give it a positive job rating.
- President Barack Obama is no longer popular in this district with a nearly 1:1 favorable to unfavorable rating, with 47% being favorable to 44% unfavorable.
- Most voters dislike Speaker Nancy Pelosi, as she has a 55% unfavorable rating and a 32% favorable rating.
- When asked if the voters would prefer to vote for a Republican to act as a check and balance to Obama and the Democrats, or a Democrat to help Obama and the Democrats pass their agenda, the majority, 52%, chose the Republican, while 34% chose the Democrat.

Tim Bishop is very vulnerable:

- Tim Bishop is a lot less popular than in prior elections. Bishop's favorable rating is below 50%; 48% favorable to 32% unfavorable. This is a huge decline from September 2008, when his favorable rating was 64% and his unfavorable rating was 9% – a net change of 39-points. His unfavorable ratings have more than tripled.

- Incumbents who receive less than 50% on the ballot are considered vulnerable. Bishop misses this 50% benchmark on the ballot. The relatively unknown new-comer, Randy Altschuler, receives 26%, Bishop 46% and 28% are undecided. Once the voters, especially the Republicans, independents and conservatives learn more about Altschuler, the ballot ratings will swing in Altschuler's favor. The majority is not voting for Bishop.
- Tim Bishop's hard reelect rating is weak. A strong incumbent should receive at least 30% on the hard reelect, but only 24% of the voters said they would definitely vote to reelect Bishop. This is significantly below the benchmark.
- As Tim Bishop's favorable ratings drop, his perceived ideology is becoming more liberal. Currently, the plurality of voters, 37%, say he is a liberal, compared to 32% who say he is a moderate and just 8% who say he is conservative. The 37% liberal rating represents a 15-point increase since February 2008.
- Tim Bishop's job rating is suffering and he has a net negative job rating as Congressman, as the plurality, 48%, give him a negative job rating, compared to only 37% who give him a positive job rating.

Randy Altschuler's background as a successful businessman and a newcomer to public service is a strong asset to define his reason for running for Congress.

- The majority of voters, 55%, are more likely to vote for a businessman who has created jobs, never held office, and is running to force Democrats to be more fiscally responsible. Only 23% of the voters would be more likely to vote for a career government official running on experience.
- On the informed ballot, there is a net 29 point change where Tim Bishop is now losing to Randy Altschuler, 40% to 31%.

	st 1 Ballot	Informed Ballot	Net Diff.
Randy Altschuler	26%	40%	+14
Tim Bishop	46%	31%	-15
Undecided	28%	30%	+2

Conclusion:

With the right resources, message and campaign, Randy Altschuler will win this election. Tim Bishop has already begun to define himself as too liberal and out of touch with the electorate.

Randy Altschuler's background as a successful businessman and message resonates well with the electorate in this political and economic climate.

Key Demographics:
By Ideology:

	Total
Liberal	19.7%
Moderate	36.3%
Conservative	38.0%

By Party Affiliation:

	Total
Republican	38.0%
Democrat	34.0%
Independent/Other	21.3%

By Age:

	Total
18 – 25	3.3%
26 – 40	13.0%
41 – 55	29.3%
55 – 65	28.7%
Over 65	24.0%

By Area:

	Total
Brookhaven	60.7
Smithtown	13.7
North Fork	11.3
South Fork	14.3

By Gender:

	Total
Male	48.0%
Female	52.0%

Methodology:

This poll of 300 likely general election voters in the 1st Congressional District of New York was conducted on November 18th and 19th, 2009. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined geographic units. These units were structured to correlate with actual voter distributions in a general election. The poll of 300 likely general election voters has an accuracy of +/- 5.7% at a 95% confidence interval.