

To: All Interested Parties
From: John McLaughlin
Re: NY CD 09 – Executive Summary
Date: September 1st, 2011

McLaughlin & Associates conducted a survey of 300 likely special election voters in New York Congressional District 09 on August 31st, 2011. The results show that Republican Bob Turner has stolen the momentum in the race and is on his way to eclipsing David Weprin in the Special Election to replace disgraced Congressman Anthony Weiner. With adequate resources, Bob Turner's campaign will continue on this trajectory and defeat David Weprin on September 13th. This is a very similar dynamic to Scott Brown's Senate victory in Massachusetts.

Bob Turner Owns the Momentum in the Race:

- Bob Turner's share of the ballot has increased by seven points in just one month, while David Weprin is stuck in the mire and is actually losing ballot share. In July Bob Turner received 35% of the ballot and Weprin received 43%, with 22% undecided. Currently the ballot is tied, Bob Turner receives 42%, David Weprin receives 42% and 16% are undecided. This represents a 7 point increase for Turner and a 1 point drop for Weprin.

David Weprin's ballot share appears to be capped. The undecided voters are clearly moving toward Turner. In the remaining days, Bob Turner will pull ahead of David Weprin.

If the September 13th Special Election were held today, which one of the following best describes how you are likely to vote in the Special Election for United States Congress between Bob Turner, the Republican candidate and David Weprin, the Democrat candidate?

	July 2011	August 2011	Net Diff
Bob Turner	35%	42%	+7
David Weprin	43%	42%	-1
Firm undecided	22%	16%	-6

- Another example of the Bob Turner owning the momentum is that Bob Turner is now the more popular candidate in the race. Turner's favorable rating has increased by 21 points, to 44%. This represents a 2:1 favorable to unfavorable ratio.

Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

- Bob Turner -

	July 2011	August 2011
Favorable	23%	44%
Unfavorable	13%	21%
No Opinion	30%	25%
Never Heard Of	35%	10%

- Conversely, David Weprin's favorable rating is only 39%. This is 5 points lower than Bob Turner's favorable rating. In addition, Weprin's unfavorable rating increased 19 points, from 11% to 30%.

Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

- David Weprin -

	July 2011	August 2011
Favorable	31%	39%
Unfavorable	11%	30%
No Opinion	28%	22%
Never Heard Of	30%	9%

Conclusion:

Bob Turner owns the momentum in this race. Turner's ballot share and favorable rating are on the rise. With adequate resources, the Turner campaign can and will continue on their current trajectory and defeat David Weprin on September 13th.

Bob Turner's media and message are clearly resonating with the voters. As he continues to be on the radio, television and mail, Turner's ballot share will continue to increase and he will defeat Weprin.

Methodology:

This survey of political attitudes was conducted among 300 likely special election voters on August 31st, 2011, in New York Congressional District 09.

All interviews were conducted by professional interviewers via telephone. Interview selection was at random within predetermined election units. These units were structured to statistically correlate with actual voter distributions in a district-wide election.

The accuracy of the sample of 300 likely general election voters is within +/- 5.7% at a 95% confidence interval.

Key Demographics:

Do you approve or disapprove of the job Barack Obama is doing as President?

	Total
Approve	40%
Disapprove	55%
DK/Refused	5%

Since Barack Obama became President, are you and your family better off today than you were two years ago?

	Total
Yes	15%
No	70%
DK/Refused	15%

If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

	Total
Liberal	21%
Moderate	35%
Conservative	33%

With which political party are you registered?

	Total
Republican	24%
Democrat	60%
Independent/Other	15%

Gender (by observation):

	Total
Male	48%
Female	52%

Area:

	Total
Brooklyn	30%
Queens	70%

What is your national ancestry other than American?

	Total
White	69%
African American	4%
Hispanic	13%
Asian	3%

What is your religion?

	Total
Roman Catholic	36%
Jewish	33%
Conservative	12%
Orthodox	12%
Reform	10%
Protestant	9%
Atheist	3%
Eastern Orthodox	2%
Hindu	1%
Buddhist	1%