

To: Doug Hoffman
From: John McLaughlin & Brian Larkin
Re: NY CD 23 Republican Primary – Executive Summary
Date: January 15, 2010

McLaughlin & Associates conducted a survey of 300 likely Republican primary election voters in New York's 23rd Congressional District from January 4th to January 5th 2010. The results clearly show Republican Doug Hoffman emerged for the 2009 Special election firmly established as a principled conservative and widely seen as having an excellent chance to defeat Democrat Congressman Bill Owens in November.

In addition, should a Republican Primary challenge develop, Doug Hoffman enters that contest in a powerful position to win the nomination. Clearly identified as a conservative by Primary voters who strongly favor a conservative candidate, Doug Hoffman wins with a comfortable majority on every hypothetical primary ballot that we tested.

Republicans See Doug Hoffman as a conservative who can win:

On the heels of a bruising Special election contest, Republican Primary voters see Doug Hoffman as a conservative who can win in November. Favorably identified by Primary voters, there is little room for any Primary challenger to attack him from the right.

In short, Republican Primary voters want Doug Hoffman to be their nominee this year.

- Fifty-eight percent (58%) of Republican primary voters prefer a conservative candidate over the moderate candidate in a generic Republican primary ballot.
- Seventy-one percent (71%) agree that “if Doug Hoffman runs again in November with both the Republican and Conservative party lines, he can beat Democrat Bill Owens.” Only 13% disagree.
- The voters favor a “businessman” (69%) over a current Assemblyman (11%) and or an “investment banker” (2%):

All things being equal, for whom are you more likely to vote for U.S. Congress?

- A candidate who was a New York City, Wall Street investment banker. – 2%
- A candidate who is currently in the New York State Assembly. – 11%

OR,

- A businessman who has created jobs in the district and has 5 offices throughout the district – 69%

- Seventy-four percent (74%) feel Doug Hoffman deserves another chance to run for Congress. Only 18% feel he should let someone else run.

- Six in ten voters, 62%, say they are conservative. Two-thirds, 64%, say they are pro-life.

Doug Hoffman leads strongly in a potential Republican Primary:

Testing 3 potential ballot scenarios, Doug Hoffman wins with a comfortable majority of the vote.

- In the 4-way ballot, Doug Hoffman leads all potential candidates with 56% of the vote. Will Barclay is a distant second place with just 22% and Matt Doheny and Paul Maroun barely register with 1% and 4% respectively. Only 18% were undecided on the three-way ballot.
- On the head-to-head ballot against Will Barclay, Doug Hoffman receives 56%, Barclay 24% and 19% were undecided.
- Against Matt Doheny, Doug Hoffman receives nearly 7 out of 10 voters, or 69% of the vote. Doheny receives just 6%, with 24% undecided.

	4-Way Ballot	2-Way Ballot: Hoffman vs. Barclay	2-Way Ballot: Hoffman vs. Doheny
Doug Hoffman	56%	56%	69%
Will Barclay	22%	24%	--
Matt Doheny	1%	--	6%
Paul Maroun	4%	--	--
Undecided	18%	19%	24%

- Two-thirds (63%) of Republican Primary voters are favorable to Doug Hoffman. Only one-third, or 37%, are favorable to Will Barclay. This is especially troubling for Barclay. A current Assemblyman and loser of a high-profile State Senate special election, Barclay is known to most voters in the district.

	Doug Hoffman	Will Barclay	Matt Doheny	Paul Maroun
Favorable	63%	37%	2%	8%
Unfavorable	19%	11%	1%	3%
No Opinion	15%	26%	19%	16%
Never Heard Of	3%	26%	78%	73%

Conclusion:

Republican Doug Hoffman begins this election cycle viewed highly favorable by Republican Primary voters, identified as a conservative by a conservative-leaning electorate and perceived as a winner in November. Should a Primary challenge develop, Hoffman wins every ballot scenario tested.

Moving forward, Doug Hoffman should be in a strong position to build upon a successful Primary race and be well positioned to defeat Democrat Bill Owens in the General.

Key Demographics:
By Ideology:

	Total
Liberal	6%
Moderate	27%
Conservative	62%

By Race:

	Total
White	97%
Non-White	2%

By Religion:

	Total
Protestant	61%
Catholic	33%

By Gender:

	Total
Male	50%
Female	50%

By Age:

	Total
18 – 25	3%
26 – 40	9%
41 – 55	24%
56 – 65	25%
Over 65	37%

Methodology:

This poll of 300 likely Republican primary election voters in New York Congressional District 23 was conducted from January 4th to January 5th, 2010. 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 primary election.

The poll of 300 likely Republican primary election voters has an accuracy of +/- 5.7% at a 95% confidence interval.