



McLaughlin & Associates

To: All Interested Parties
 From: Brian Larkin, McLaughlin & Associates
 Subject: NY CD 6 – Executive Summary
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The results of our poll taken on October 10th & 11th, 2012 show the race in New York Congressional District 6 to be wide open. Republican Dan Halloran is in a neck and neck battle against the Democrat, Grace Meng. Overall, Halloran receives 33% to Meng's 36%, which is well within the margin of error.

"Now, if the general election for United States Congress were held today and the candidates were Dan Halloran, the Republican, and Grace Meng, the Democrat, for whom would you vote?"

	<u>TOTAL</u>	<u>Heard of Both</u>	<u>Opinion Both</u>
COMBO DAN HALLORAN	33%	40%	61%
Definitely Vote Halloran	26%	32%	48%
Probably Vote Halloran	6%	6%	9%
Lean Halloran	2%	3%	4%
COMBO GRACE MENG	36%	35%	33%
Definitely Vote Meng	25%	22%	20%
Probably Vote Meng	7%	8%	7%
Lean Meng	5%	5%	6%
UNDECIDED	30%	25%	7%

More importantly, Halloran leads Meng among voters who have "heard of both" and voters who have an "opinion of both" Halloran and Meng. Among voters who have "heard of both" candidates, Halloran leads 40% to 35%. Among voters who have a firm opinion of both candidates, either favorable or unfavorable, Halloran leads 61% to 33%. This indicates that voters who know both Halloran and Meng like Halloran better.

Proof that a Republican can continue to win in this district is how well Mitt Romney is performing against Barack Obama. Mitt Romney leads President Barack Obama on the ballot. Romney receives 46% to Obama's 43%, with 11% undecided. Further, Obama is very weak here and receives a majority negative job rating of 61% to just 38% positive.

"Now, if the general election for United States President were held today and the candidates were Mitt Romney, the Republican, and Barack Obama, the Democrat, for whom would you vote?"

	<u>TOTAL</u>
COMBO MITT ROMNEY	46%
Definitely Vote Romney	35%
Probably Vote Romney	6%
Lean Romney	5%
COMBO BARACK OBAMA	43%
Definitely Vote Obama	36%
Probably Vote Obama	6%
Lean Obama	2%
UNDECIDED	11%

Conclusion:

The voters of this district have a history of electing Republicans, including Senator Frank Padavan, Senator Serf Maltese, Rudy Giuliani and Dan Halloran himself. Further, portions of this district also voted for Congressman Bob Turner.

With less than 4 weeks to go till Election Day, it is absolutely critical for Dan Halloran to continue to motivate and turn out his base of support. In addition, he must also contrast himself from Grace Meng.

With a slim 3 point margin on the ballot, this race is the dark horse victory for the Republicans in November. But it is critical that Dan Halloran has enough financial resources to bring his message to the voters and define Grace Meng as soon as possible. The earlier Halloran can define his opponent, the more voters will gravitate towards him.

Demographics:

<u>Party</u>		<u>Religion</u>	
	<u>Total</u>		<u>Total</u>
Republican	20%	Catholic	46%
Democrat	49%	Jewish	16%
Independent	27%	Protestant	13%
		Muslim	3%
		Atheist	7%
		Other	4%
		DK/Refused	11%
<u>Age</u>		<u>Gender</u>	
	<u>Total</u>		<u>Total</u>
18-29	6%	Male	49%
30-40	15%	Female	51%
41-55	21%		
56-65	31%		
Over 65	21%		

Methodology:

This survey of political attitudes was conducted among 300 general election voters in New York Congressional District 6, on October 10th and 11th, 2012. 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 general election voter turnout. The accuracy of the sample of 300 general election voters in NY CD 6 is within +/- 5.7%, at a 95% confidence interval. The error margin increases for cross-tabulations.