

MEMORANDUM

To: Chris Myers for Congress Campaign Team
 From: Jim McLaughlin
 Re: New Jersey 3rd Congressional District Survey Results
 Date: September 12, 2008

Major Findings:**Political Environment**

The political environment in New Jersey's 3rd Congressional District currently favors the Republican candidate for Congress. On the Presidential ballot, John McCain leads with 45% of the vote compared to 42% for Barack Obama. Among Independent voters, McCain leads 40% to 36%.

If the election were held today, which one of the following best describes how you are likely to vote in the election for President between John McCain, the Republican and Barack Obama, the Democrat?

	Total
JOHN McCAIN	45
Definitely McCain	34
Probably McCain	7
Lean McCain	4
BARACK OBAMA	42
Definitely Obama	31
Probably Obama	6
Lean Obama	5
Undecided	14

In addition to a Republican advantage on the top of the ticket, voters prefer the Republican candidate to the Democrat candidate on the generic ballot for U.S. Congress (38% to 35%). In fact, Democrats in the U.S. Congress are very unpopular with 62% of voters saying they disapprove of the job they're doing in Congress.

If the election for United States Congress in your district were held today would you be more likely to vote for the Republican candidate or the Democrat candidate?

	Total
Republican	38
Democrat	35
Undecided	28

As you may or may not be aware, the Democrats control the United States Congress. Do you approve or disapprove of the job the Democrats are doing in Congress?

	Total
APPROVE	29
Strongly Approve	7
Somewhat Approve	22
DISAPPROVE	62
Somewhat Disapprove	21
Strongly Disapprove	40
Don't Know / Refused	9

Congressional Race

Various political committees supporting John Adler have sent at least eleven mailings throughout the course of the primary and general elections attacking Chris Myers. These attacks on Myers appear to be backfiring on the Adler campaign. Despite the negative advertising, Chris Myers leads on the Congressional ballot with 33% of the vote compared to 29% for John Adler. Another 37% of voters are still undecided. Among voters in Ocean County, Myers' lead over Adler increases to 15 points (36% to 21%).

If the election were held today, which one of the following best describes how you are likely to vote in the election for United States Congress between Chris Myers, the Republican and John Adler, the Democrat?

	Total	Ocean County
CHRIS MYERS	33	36
Definitely Myers	22	23
Probably Myers	7	7
Lean Myers	4	6
JOHN ADLER	29	21
Definitely Adler	18	10
Probably Adler	8	8
Lean Adler	3	3
Undecided	37	43

Chris Myers' profile is more appealing to voters than John Adler's. When given a choice between both candidates' profiles, 51% of voters say they would prefer to elect a local mayor, decorated combat veteran of the first Gulf War and successful businessman who has helped create thousands of jobs in South Jersey. Only 22% of voters prefer an Ivy League trained lawyer and New Jersey State Senator who has served in Trenton for 16 years and has extensive experience in government. In fact, experience in the New Jersey State Legislature does not appear to be an asset for Adler as a plurality of voters (45%) has an unfavorable opinion of the State Legislature, with only 18% having a favorable opinion.

All other things being equal, are you more likely to vote for a candidate in the general election for Congress who is....

	Total
A local Mayor, decorated combat veteran of the first Gulf War, and successful businessman who has helped to create thousands of jobs in South Jersey	51
An Ivy League-trained lawyer and a New Jersey State Senator that has served in Trenton for 16 years, and has extensive experience in government.	22
Don't Know / Refused	27

Now, I am going to read you a list of names. 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.

"The New Jersey State Legislature"

	Total
FAVORABLE	18
Very Favorable	5
Somewhat Favorable	13
UNFAVORABLE	45
Somewhat Unfavorable	17
Very Unfavorable	29
No Opinion	32
Never Heard Of	5

Political Affiliations

In addition to John Adler's experience in an unpopular State Legislature, he is also associated with one of New Jersey's most unpopular politicians. Jon Corzine has a net negative opinion rating among voters of 32% favorable to 51% unfavorable. Conversely, Chris Myers is endorsed by one of the state's most popular politicians, Congressman Jim Saxton, who has a rating of 53% favorable to only 16% unfavorable.

Now, I am going to read you a list of names. 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.

"Jon Corzine"

	Total
FAVORABLE	32
Very Favorable	11
Somewhat Favorable	21
UNFAVORABLE	51
Somewhat Unfavorable	14
Very Unfavorable	37
No Opinion	15
Never Heard Of	2

Now, I am going to read you a list of names. 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.

"Jim Saxton"

	Total
FAVORABLE	53
Very Favorable	24
Somewhat Favorable	29
UNFAVORABLE	16
Somewhat Unfavorable	9
Very Unfavorable	7
No Opinion	24
Never Heard Of	7

Conclusions

Chris Myers currently leads on ballot in New Jersey's 3rd Congressional District despite extensive negative advertising from various political entities. The political environment is more favorable to Republicans with John McCain leading on the Presidential ballot and a Republican advantage on the generic ballot for U.S. Congress. Considering the poor ratings for the New Jersey State Legislature and Democrats in the U.S. Congress, the last thing voters want to see is a career Trenton politician like John Adler. In fact, experience in the New Jersey State Legislature hurts Adler as a plurality of voters has an unfavorable opinion of the State Legislature. Chris Myers' profile as a businessman and combat veteran is much more appealing to voters seeking to change Washington, and he is well positioned for victory in November.

Methodology:

McLaughlin & Associates conducted a survey of 300 likely general election voters in New Jersey's 3rd Congressional District on September 8th and 9th, 2008. All interviews were conducted via telephone by professional interviewers. Respondents were randomly selected within predetermined geographic units structured to correlate with actual voter turnout in a general election. The survey of 300 general election voters has an accuracy of +/- 5.7% at a 95% confidence interval.