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MEMORANDUM

To: **Gillibrand Team**
From: **Jefrey Pollock**
Global Strategy Group
Re: Survey Analysis
Date: September 2006

KEY FINDINGS

Kirsten Gillibrand is now within striking distance of John Sweeney, trailing by only 8 points before Labor Day weekend, usually seen as the time when voters really tune into elections. In addition to being under 50% in the vote, Sweeney's unfavorable rating has increased to 32%, and 41% of voters want to replace him as their Congressman. Gillibrand, meanwhile, is gaining momentum, with her favorability and familiarity ratings more than doubling since May.

- Gillibrand within striking distance of Sweeney. With 39% of the vote, to Sweeney's 47%, Gillibrand is exactly where she needs to be two months before Election Day – gaining positive notice from voters and putting Sweeney on the run.
    - As we saw in May, Gillibrand has a huge lead among those voters who are familiar with both (she leads 56% to 36% among these voters). The more voters hear about Kirsten Gillibrand, the more they like her and see her as a replacement for John Sweeney

- Gillibrand's familiarity and favorable ratings more than double in three months. Gillibrand has increased her familiarity (from 21% in May to 51% now) and increased her favorability from 16% in May to 34% today.

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- Sweeney's support falls. Sweeney continues to move in the other direction: His favorability rating has dropped to 52% (from 57% in May) while his unfavorable rating has risen to 32% (from 26% in May).
    - Meanwhile, Sweeney's job approval rating is also slumping: His positive job rating has dropped to 52% from 57%, while his negative rating has risen to 30% (from 25% in May).
    - And a full 41% of voters would vote to replace him if the election were held today, a troubling finding for an incumbent officeholder who will have difficulty improving his image in a crowded campaign environment.

- Voters prefer a Democrat. Voters continue to be inclined to support a Democrat (generically) in the election for Congress (44%) more than they would be to support a Republican (36%), which has remained largely the same in the past several months.

- The President remains a drag on Republican candidates. George W. Bush's favorable rating has improved a little bit since May (his favorable/unfavorable rating is now 41% to 56%, compared with 34%/63% in May). This suggests that the low may have been put in on Bush's negative ratings (for the short term), but it is unlikely that Republicans like Sweeney are going to get much support by showing little daylight between themselves and the President on issues.

All data points are headed in the right direction for this campaign. If the Gillibrand Campaign continues to communicate strongly, there is no reason to think that she can't pull even with or ahead of Sweeney in the next 45-60 days.

METHODOLOGY

- Global Strategy Group conducted a survey among 410 likely voters from August 29-31, 2006.
  - Results were stratified by region to reflect likely turnout.

- The margin of error at the 95% confidence level is ±4.8% on the overall sample.
  - The margin of error is larger on sub-groups.

- References are made to a previous survey conducted by Global Strategy Group in May, 2006.
  - The May survey was conducted among 400 likely general election voters.