

**To: Runyan For Congress Campaign Team**  
**From: Jim McLaughlin**  
**Re: New Jersey Congressional District 03 – Executive Summary**  
**Date: September 23<sup>rd</sup>, 2012**

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## Congressman Jon Runyan Continues to Lead Shelley Adler in the Race for Congress

- ✓ In our most recent survey, the majority of voters, 51%, are voting for Congressman Jon Runyan, while just 34% vote for Shelley Adler. Jon Runyan leads with key voter segments, including independent voters (47% -30%), men (51% to 31%), women (51% to 37%) and seniors (57% to 31%). Further, Jon Runyan receives nearly a quarter of the partisan Democratic vote, while Shelley Adler receives just 8% of the partisan Republican vote.

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 Jon Runyan, the Republican candidate and Shelley Adler, the Democratic candidate?

<u>Ballot for U.S. Congress</u>	<u>Total</u>	<u>Republicans</u>	<u>Democrats</u>	<u>Independents</u>	<u>Men</u>	<u>Women</u>	<u>Seniors</u>
VOTE JON RUNYAN	51%	80%	23%	47%	51%	51%	57%
VOTE SHELLEY ADLER	34%	8%	68%	30%	31%	37%	31%
Undecided	16%	12%	9%	23%	18%	12%	12%

- ✓ Conversely, Shelley Adler has negatives she must deal with which are hindering her ballot rating. The majority of voters, 61%, either have no opinion of Shelley Adler (40%), or have never heard of her (21%). Just 23% are favorable to Shelley Adler and 17% are unfavorable.
- ✓ Further, between Shelley Adler and Jon Runyan, Runyan is perceived to be better able to handle the issues that are most important to voters:

	<b>Jon Runyan</b>	<b>Shelley Adler</b>	<b>Both</b>	<b>Neither</b>	<b>DK/ Refused</b>
Bringing real change and reform to Congress.	<b>36</b>	<b>23</b>	<b>3</b>	<b>12</b>	<b>26</b>
Hold/Line on Taxes, Reducing Wasteful Gov't Spending and Lowering the Budget Deficit.	<b>44</b>	<b>21</b>	<b>2</b>	<b>9</b>	<b>24</b>
Improving the economy and creating jobs.	<b>40</b>	<b>24</b>	<b>1</b>	<b>10</b>	<b>25</b>

**Conclusions:** Congressman Jon Runyan continues to hold a significant lead over Shelley Adler in the race for Congress. The majority of the voters in the district prefer Jon Runyan over Shelley Adler on a personal and issues level. The Runyan campaign should expect the Adler campaign to continue to go negative, even though the Adler attacks appear to be backfiring.

**Methodology:** This survey of 400 likely general election voters in the 3<sup>rd</sup> Congressional District in New Jersey was conducted on September 17<sup>th</sup> & 18<sup>th</sup>, 2012. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter turnout. The survey of 400 likely general election voters has an accuracy of  $\pm 4.9\%$  at a 95% confidence interval.