

TO: The John McCann Campaign Team
From: Jim McLaughlin
RE: NJ CD 5 – Executive Summary
Date: October 17th, 2018

McLaughlin & Associates just completed a general election survey in New Jersey Congressional District 5 for John McCann for Congress. The survey of 400 likely general election voters was conducted on October 12th – 15th, 2018.

In spite of Republican John McCann being significantly outspent by the Democrat, the election in New Jersey Congressional District 5 remains competitive. While Josh Gottheimer should benefit from the power of incumbency this survey shows Gottheimer to be vulnerable. Gottheimer misses benchmarks on the ballot and his name identification. Further, other outside political dynamics are working to inhibit Gottheimer's share of the vote and helping John McCann.

The political atmosphere in this district is keeping this race competitive.

- The generic ballot is tied at 46% for the Democrat and 46% for the Republican, with 8% undecided. The generic Republican leads among voters who are undecided on the Congressional ballot, 39% to 27%. This means voters who are currently undecided on the Congressional ballot are likely to break for John McCann.
- At the top of the ticket, Bob Menendez is a nearly 2:1 net negative. Thirty-one percent (31%) are favorable towards Menendez, while 56% are unfavorable. The plurality, 42% are “very unfavorable” towards Menendez. Menendez's negative ratings and corruption scandals are hurting Josh Gottheimer's campaign.
- Republican Bob Hugin leads Bob Menendez, 46% to 38%, with 6% voting for a 3rd party candidate and another 6% undecided.

The election in New Jersey Congressional District 5 is competitive and this district is winnable for John McCann. Gottheimer leads on the ballot, but his support is soft and he fails to reach the 50% benchmark threshold on the ballot question.

- Democrat Josh Gottheimer misses the 50% favorable benchmark a safe incumbent should receive on his name identification. Currently Gottheimer receives a 48% favorable, 18% unfavorable, 18% no opinion and 16% have never heard of him. Only 26% are very favorable. This shows a lack of intensity even among those who are favorable towards Gottheimer.
- On the ballot, Gottheimer is under 50%, with 47%, followed by McCann at 38%, Goetz at 5%, Tosone at 4% and 7% are undecided. McCann has room to grow with the Republican base, 72% vote McCann, 14% Gottheimer. As Republicans learn more about their candidate, they will fall in-line for McCann. Conversely, Gottheimer is already maxing out his Democratic base, with 87% of the Democrat vote. These findings suggest that McCann has a greater upside with the electorate.

- McCann leads Gottheimer with critical voter segments:
 - Outside of Bergen County voters: McCann 46% / Gottheimer 35%
 - Approve of the job Trump is doing as President (49%): 74% McCann / 13% Gottheimer
 - Economic issue voters: McCann 55% / Gottheimer 28%
 - Voters who perceive Gottheimer to be a “liberal” 55% McCann / 40% Gottheimer

Conclusions:

With 3 weeks to go, John McCann’s campaign is building momentum. McCann’s plans to cut taxes and end corruption strongly resonate with New Jersey voters. If John McCann is able to properly communicate his message to the voters in the closing weeks, he is very well positioned to make this race competitive.

Methodology:

This survey of 400 likely general election voters in New Jersey Congressional District 5 was conducted from October 13th – 15th, 2018. All interviews were conducted via telephone by professional interviewers. Among the n=400 interviews, 40% were cell phone and 60% were landline interviews. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter turnout in a district wide general election. The survey of 400 likely general election voters has an accuracy of $\pm 4.9\%$ at a 95% confidence interval.