

To: Jason O'Donnell c/o Sean Darcy
From: John McLaughlin
Re: Bayonne, NJ – Executive Summary
Date: October 11, 2017

Survey Summary: Mayor Davis' support is shallow and he is vulnerable.

The results of our recently completed survey shows that Mayor Jimmy Davis is extremely vulnerable in the upcoming May 2018 Municipal Election. At first glance, Jimmy Davis appears to perform well on the ballot; however, his support is shallow and his job approval on property taxes, traffic and parking are upside down, and once voters learn that Davis' lack of responsibility and integrity will hurt them, they vote against him. As part of Mayor Davis' vulnerability, when voters are asked to consider his record on these critical issues and are made aware of his liabilities, Jason O'Donnell leads Mayor Davis on an informed ballot, 50% to 28%, so Mayor Davis' initial support collapses.

If the election were held today, which one of the following best describes how you would vote in the election for Mayor of Bayonne between Jason O'Donnell and Jimmy Davis?

	Initial Ballot	Informed Ballot	Net Diff.
Jason O'Donnell	25%	50%	50
Definitely	10%	20%	10
Probably	9%	14%	5
Lean	7%	16%	9
Jimmy Davis	48%	28%	-20
Definitely	21%	12%	-9
Probably	13%	9%	-4
Lean	13%	7%	-8
Undecided	27%	22%	-5

Jason O'Donnell begins the campaign with 65% name awareness and a two-to-one favorable to unfavorable rating. While Mayor Davis has 93% voter awareness and a similar two-to-one favorable to unfavorable rating. However, he receives negative job ratings on taxes, traffic and parking.

Opinion: Jason O'Donnell

	Total
Favorable	31%
Very	13%
Somewhat	17%
Unfavorable	14%
Somewhat	6%
Very	8%
No Opinion	20%
Never Heard Of	35%

Opinion: Jimmy Davis

	Total
Favorable	54%
Very	24%
Somewhat	30%
Unfavorable	25%
Somewhat	13%
Very	12%
No Opinion	14%
Never Heard Of	7%

Do you approve or disapprove of the job Jimmy Davis is doing as Mayor on each of the following issues:

"Holding the line on local property taxes."

	Total
Approve	33%
Strongly	11%
Somewhat	22%
Disapprove	55%
Somewhat	17%
Strongly	38%
D.K./Refused	12%

Do you approve or disapprove of the job Jimmy Davis is doing as Mayor on each of the following issues:

"Improving local traffic and parking."

	Total
Approve	39%
Strongly	17%
Somewhat	22%
Disapprove	52%
Somewhat	16%
Strongly	36%
D.K./Refused	9%

Only 3-in-10 voters would re-elect the Mayor regardless of his opponent.

Would you vote to re-elect Jimmy Davis as Mayor, regardless of who ran against him?

	Total
Yes	30%
No/All Other Responses	70%

Three-in-four voters are now aware of the federal investigation for texting and sexual harassment of a female City employee and if found to be true, a majority would want him to resign. Two-thirds of the voters are less likely to vote for Mayor Davis knowing this scandal could cost them millions if found out to be true, while approximately 7-in-10 voters are less likely to vote for Davis knowing the numerous tax breaks he issued for developers places a greater burden on local homeowners and hurts our schools.

Are you aware or unaware that Mayor Jimmy Davis is under federal investigation for sending lewd and inappropriate text messages to a female employee of the City of Bayonne?

	Total
Aware	72%
Unaware	28%
D.K./Refused	1%

If you knew these accusations to be true do you think Mayor Davis should resign?

	Total
Yes	51%
No	38%
D.K./Refused	11%

If you knew that each of the following statements about Jimmy Davis were true, would each make you more likely or less likely to vote for Jimmy Davis for Mayor of Bayonne? If each would make no difference, just say so.

“Mayor Davis is currently under federal civil rights investigation related to the “sexting” scandal for creating a hostile work environment, sexual harassment and retaliation against his victim which if found to be true could cost the taxpayers of Bayonne millions of dollars.”

	Total
More Likely	5%
Much More	4%
Somewhat More	1%
Less Likely	65%
Somewhat Less	15%
Much Less	50%
No Difference	25%
D.K./Refused	5%

If you knew that each of the following statements about Jimmy Davis were true, would each make you more likely or less likely to vote for Jimmy Davis for Mayor of Bayonne? If each would make no difference, just say so.

“Mayor Davis’ administration approved 30 tax breaks to real estate developers which means more taxes have to be paid by local homeowners and less money for our schools.”

	Total
More Likely	11%
Much More	6%
Somewhat More	5%
Less Likely	69%
Somewhat Less	18%
Much Less	51%
No Difference	18%
D.K./Refused	2%

Conclusions:

From these results, it is very clear that Mayor Davis’ support is a mile wide but only an inch deep. His support is based on personality, but he is weak on the issues of taxes, traffic and parking. Furthermore, as the texting and sexual harassment scandal continues to percolate with potential costs to the taxpayers, Mayor Davis’ public support will collapse. Jason O’Donnell in contrast, has the right character and issue position to win decisively. With the proper resources to make voters aware of this reality, Jason O’Donnell should be successful in his campaign for Mayor of Bayonne.

Methodology:

This poll of 300 likely municipal election voters in Bayonne, New Jersey, was conducted from September 19th, 2017 through September 20th, 2017.

All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units. 100 interviews (33%) were completed on cell-phones. These samples were then combined and structured to correlate with actual voter turnout in a municipal election.

This poll of 300 likely municipal election voters in Bayonne, New Jersey, has an accuracy of +/- 5.6% at a 95% confidence interval.

Key Demographics:**Party:**

	Total
Republican	14%
Democrat	63%
Independent/Other/Refused	23%

Gender:

	Total
Men	45%
Women	55%

Race:

	Total
White	70%
Non-White	28%
Hispanic	18%
African American	5%
Asian	4%
Other	1%
Refused	2%

Age:

	Total
18-29	10%
30-40	13%
41-55	28%
56-65	24%
Over 65	24%

Interview:

	Total
Cell	33%
Landline	67%