

MEMORANDUM

TO: Interested Parties
FROM: Frederick Yang, Hart Research Associates
DATE: January 11, 2017
RE: Recent Jersey City NJ Survey

From January 6 to 8, 2017, Hart Research Associates¹ conducted a survey among a representative sample of 402 likely general election voters in Jersey City. The survey sample, which was drawn based on a November general election, has a margin of error of ± 5 percentage points.

The bottom line from our survey is that voters are strongly optimistic about where Jersey City is heading, and that as a result, Mayor Fulop approaches his reelection campaign with superlative performance ratings, including a 79% approval rating, and a large electorate advantage over his prospective opponents.

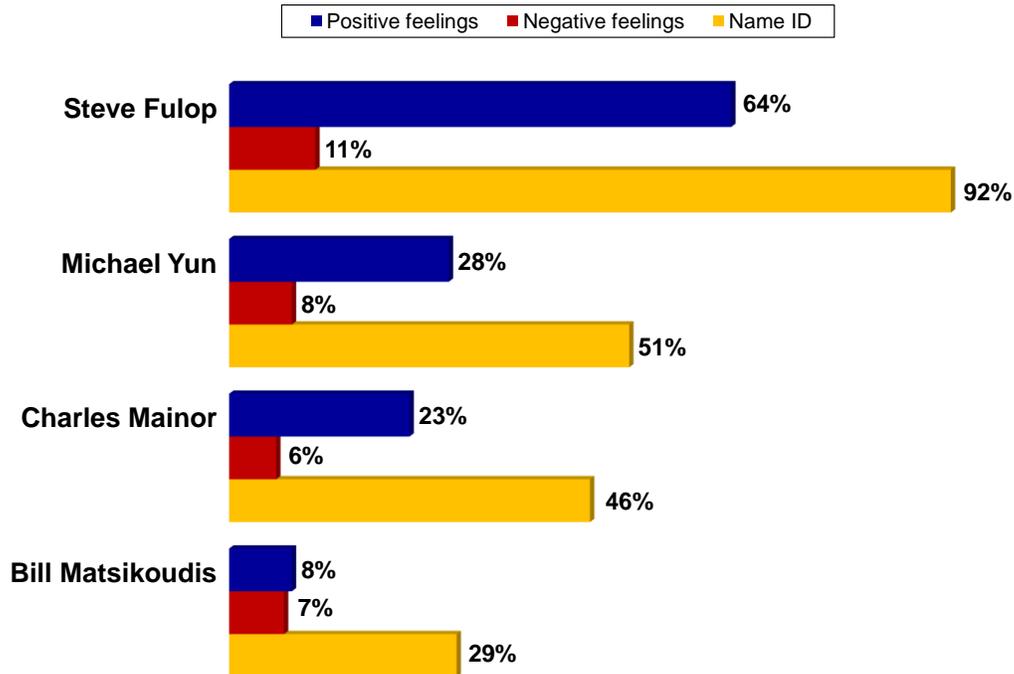
Nearly three-fifths of voters say that Jersey City heading in “right direction”:

A solid majority (57%) of voters say that Jersey City is headed in the right direction, and just one-quarter (26%) say that the city is off on the wrong track, which is an atypical level of optimism at this time. The positive feelings that voters have about the city’s direction are uniform across key voter constituencies. In fact, majorities of white (63% right direction) and Latino (57% right direction) voters say that the city is headed in the right direction, while a plurality of African-American voters also are optimistic.

¹ Hart Research Associates is a nationally known and respected public opinion research firm that counts among its many clients NBC News and the *Wall Street Journal*, for whom it conducts periodic bipartisan national surveys. Frederick Yang is a principal in the firm’s political division, Garin-Hart-Yang Research Group, which polls for a number of prominent federal, state, and local elected officials, including Congressman Bill Pascrell, Jr., former Congressman Rush Holt, as well as the mayors of Milwaukee, Los Angeles, and Washington, DC.

Mayor Fulop has major name recognition advantage over possible opponents and is warmly regarded:

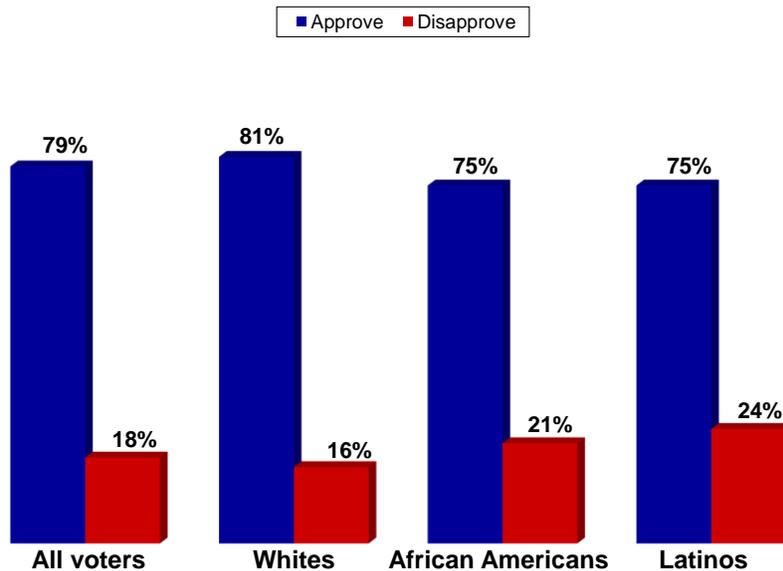
Feelings Toward Selected Public Figures



Nearly two-thirds of voters surveyed express “positive” feelings about Steve Fulop, and the nearly six-to-one ratio of positive-to-negative is outstanding. More specifically, an even larger proportion of Jersey City voters express confidence in Steve Fulop’s dedication to the city: three-fourths (74%) have confidence that he has “a genuine and real commitment to improving Jersey City.” In fact, among the minority of voters who feel that Jersey City is “off track,” a two-to-one majority (50% to 26%) nonetheless express confidence in Fulop’s commitment to the city, which speaks to the trust and bond the mayor shares with the electorate.

As a result, Mayor Fulop enjoys exceptional ratings from his constituents, with a 79% approval rating;

Job Approval Ratings for Mayor Fulop

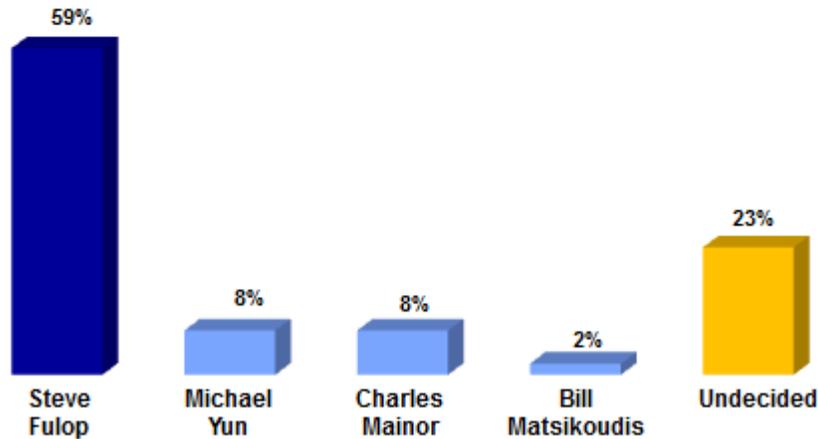


While the 79% approval rating speaks for itself, Mayor Fulop’s strength and credibility with Jersey City residents is evidenced by the fact that he even has a NET approval rating among the minority of voters who are supporting other candidates (which suggests at some level a possible lack of enthusiasm about opposing Fulop in the fall). In addition to the similar ratings among the different racial groups, Mayor Fulop enjoys an 80% approval rating from Millennials and a very strong 74% approval rating among seniors.

Mayor Fulop’s HIGHLY positive personal and performance ratings translate into wide advantages in hypothetical match-ups for mayor:

When the potential candidates for the November primary election are matched together, Steve Fulop runs away from the field of four potential candidates with close to three-fifths of the vote; the next closest candidate lags in the high SINGLE digits.

Trial Heat for Mayoral Contest



- Mayor Fulop’s support is not only BROAD, but DEEP: three-quarters (76%) of Steve Fulop voters say they support him STRONGLY.
- Also, a deeper analysis of the polling results suggests that Mayor Fulop has MORE votes to gain; for example, the mayor has a 56% approval rating among “undecided” voters.

Mayor Fulop, not surprisingly, holds massive leads against his opponents in individual, one-on-one match-ups for a possible run-off election:

- Fulop leads 69% to 8% against Matsikoudis;
- Fulop leads Yun and Mainor by identical margins of 62% to 15%.