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PDF version; crosstabs; website:

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Siena New York 23rd Congressional District Poll:

Owens Leads Scozzafava by 4 & Hoffman by 10 Points

Owens Leads with Dems; Scozzafava with Reps; Hoffman with Independents; Each Leads in One Region of the District

Scozzafava Commercials Turn Off Far More Voters than They Turn On

Loudonville, NY. In the last two weeks, Democrat Bill Owens has turned a seven-point deficit into a four-point lead over Republican Assembly Member Dede Scozzafava. Owens has the support of 33 percent of likely voters in the 23rd Congressional District, followed by Scozzafava at 29 percent and Conservative candidate Doug Hoffman at 23 percent, up seven points in the last two weeks, according to a new Siena (College) Research Institute poll. Owens leads with Democrats and in the eastern portion of the district. Scozzafava leads with Republicans and in the western portion of the district. Hoffman leads with independent voters and in the southern portion of the district. About two-thirds of voters have seen or heard commercials for Scozzafava and Owens, helping Owens and hurting Scozzafava.

“Scozzafava’s seven-point lead has evaporated over the last two weeks, as voters have gotten to know all the candidates better,” said Siena pollster Steven Greenberg.

“Owens has picked up five points of support, while Scozzafava has lost six points.

Hoffman, picking up seven points, has narrowed the gap between first and third place significantly. With just 10 points separating the three candidates, this is likely to be a very

tight – and fiercely fought – campaign right through election day, now less than three weeks away.

“Hoffman remains the least known candidate,” Greenberg said. “Nearly half of those who say they are voting for Hoffman don’t know enough about him to have a favorable or unfavorable opinion of him.”

If the special election were held today, who would you vote for?						
	Scozzafava		Owens		Hoffman	
	10/15	10/1	10/15	10/1	10/15	10/1
23rd CD	29%	35%	33%	28%	23%	16%
Democrats	17%	26%	55%	48%	10%	6%
Republicans	40%	47%	19%	16%	27%	22%
Independents	24%	26%	28%	23%	31%	20%
Clinton/Essex/Franklin/Fulton/Hamilton	20%	31%	45%	32%	21%	18%
Jefferson/Lewis/St. Lawrence	44%	53%	25%	23%	13%	10%
Madison/Oneida/Oswego	21%	20%	31%	30%	34%	20%

Do you have a favorable or unfavorable opinion of ...						
	Favorable		Unfavorable		DK/NO	
	10/15	10/1	10/15	10/1	10/15	10/1
Barack Obama	56%	55%	40%	38%	4%	6%
Dede Scozzafava	37%	33%	32%	20%	31%	47%
Bill Owens	32%	23%	22%	12%	47%	64%
Doug Hoffman	23%	16%	15%	13%	63%	71%

“Scozzafava is approaching the point where nearly as many voters have an unfavorable view of her as have a favorable view, and nearly half of voters still don’t know enough about Owens to have an opinion about him,” Greenberg said.

“Voters are noticing all the money being spent on advertising in the district, with 67 percent seeing a

Scozzafava commercial, 60 percent seeing an Owens commercial, and 33 percent seeing a Hoffman commercial,” Greenberg said. “Among those who’ve seen Owens’ commercials, a small plurality says the commercials make them more likely to support Owens. However, by a margin of 28-12 percent, those who’ve seen Scozzafava’s commercials say those commercials make them less likely to support her.

“By small margins, voters think Scozzafava is running the most negative campaign and Owens is running the most positive campaign,” Greenberg said.

“While voters give a small edge to Owens on virtually all of the issues, it is particularly interesting to note that it is Hoffman who has picked up the most support on every issue over the last two weeks,” Greenberg said.

“When asked which candidate would be better on taxes, the voters divided virtually evenly among the three candidates.

Which candidate would do a better job representing you on...						
Issue	Scozzafava		Owens		Hoffman	
	10/15	10/1	10/15	10/1	10/15	10/1
The economy	24%	25%	28%	23%	21%	14%
Health care	24%	22%	24%	25%	20%	11%
Addressing foreign wars like Iraq and Afghanistan	19%	20%	26%	24%	18%	12%
Education	24%	24%	25%	24%	17%	9%
Homeland security	22%	21%	25%	23%	20%	11%
Bringing more federal money into our district	26%	24%	29%	24%	14%	9%
Taxes	22%	NA	23%	NA	22%	NA

“Over the coming weeks, voters will likely be inundated with mail and commercials for and against all three candidates,” Greenberg said. “Millions of dollars will be spent in support of the candidates and millions more will be spent attacking them. With one in six voters still undecided, who these undecided voters choose to support – if they choose to vote at all – will likely determine the outcome of this race. And given how tight the race is, this election may very well be won by a candidate with less than 40 percent of all the votes cast.”

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This SRI 23rd C.D. survey was conducted October 11-13, 2009 by telephone calls to 617 likely voters. It has a margin of error of ± 3.9 percentage points. Data was statistically adjusted by age and gender to ensure representativeness. Sampling was conducted via random digit dialing weighted to reflect known population patterns. For more information, please call Steven Greenberg at 518-469-9858. Survey cross-tabulations and frequencies can be found at: www.Siena.edu/SRI/SNY.