

To: DMFI PAC
From: The Mellman Group
Re: NY-16 Poll Shows Latimer In Strong Position To Unseat Bowman
Date: April 3, 2024

This analysis is based on the findings of a survey of 400 voters in New York's 16th Congressional District representing the likely June 2024 Democratic primary electorate. The survey uses a registration-based sample, with interviews conducted via landline, cell, and text-to-online from March 26-30, 2024. The margin of error for the sample as a whole is +/- 4.9% at the 95% level of confidence (higher for subgroups).

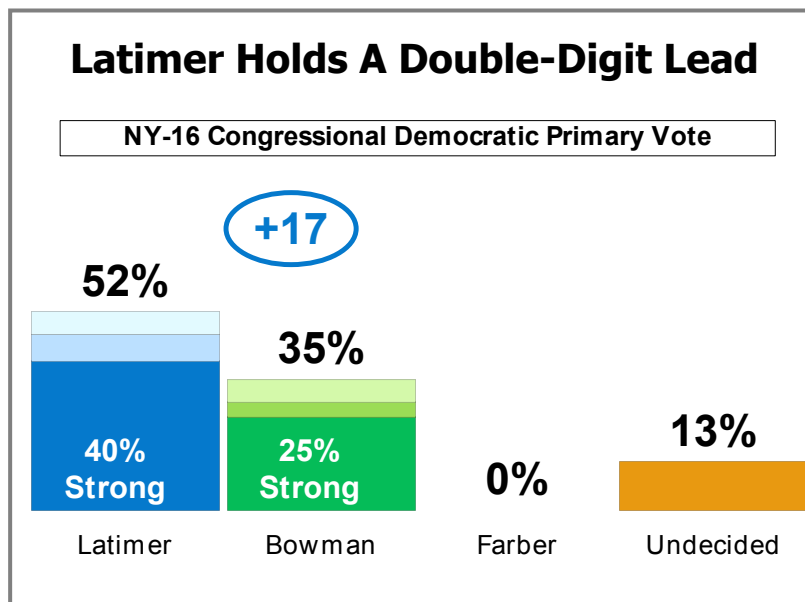
While this race is yet to be run and much can happen, our just-completed survey reveals that Westchester County Executive George Latimer is in strong position to defeat incumbent Congressman Jamaal Bowman in the June 2024 Democratic primary.

LATIMER ENJOYS A DOUBLE-DIGIT LEAD OVER BOWMAN

Latimer has a 17-point lead in the horse race, with 52% of the Democratic primary vote, compared to 35% for Bowman, 0% for Farber, and 13% undecided.

Indeed, Latimer's strong support (40%) exceeds Bowman's total support (35%).

Among those who vote most often in primaries (3 or 4 of the last 4), Latimer is even stronger, leading Bowman by 56% to 35%.

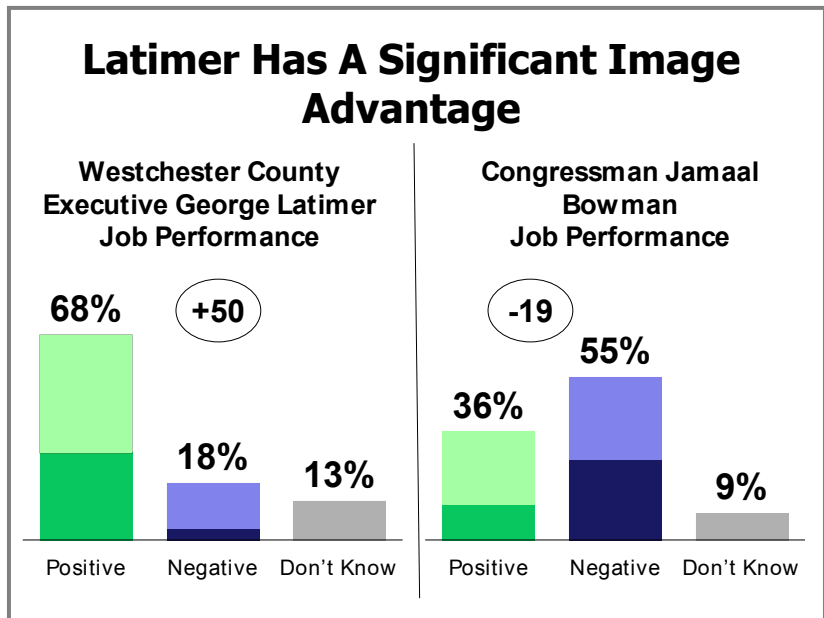


LATIMER LEADS BECAUSE HE HOLDS A HUGE IMAGE ADVANTAGE

Latimer's double-digit lead results from his substantial image advantage. For example, while voters are quite positive about Latimer's performance in office (68% positive, 18% negative) they judge Bowman's performance quite negatively (36% positive, 55%

negative). Latimer does 32-points better on the positive side, while Bowman’s negatives are a massive 37-points higher than Latimer’s. Very few unindicted elected officials receive such strongly negative ratings from their co-partisans.

This represents a dramatic deterioration in Bowman’s image. Since July of 2022, Bowman’s positive job ratings dropped by 14 points in a mostly overlapping district, while his negative ratings rose by a whopping 27 points. The disappointment with Bowman is palpable, as are the plaudits Latimer has earned.



The power of Latimer’s image advantage is evident in the fact that among those who know both Latimer and Bowman (76% of the electorate), Latimer’s lead expands to 26 points (60% to 34%).

And that image advantage extends well beneath the surface. For example, where two years ago a decisive 60% to 13% majority thought Bowman cared about people like them, today his constituents are divided, with only 45% now saying he cares about them while 35% say he does not.

By comparison, 66% think Latimer cares about people like them while just 11% believe he does not.

BOWMAN IS OUT OF TOUCH WITH HIS CONSTITUENTS ON ISRAEL ISSUES

By 59% to 28%, Democratic primary voters approve of the job Joe Biden is doing handling the war between Israel and Hamas. In addition, 62% of Democratic primary voters want the US to support Israel in the current conflict while a mere 5% want the US to back Hamas.

CONCLUSION

The data are clear: With a robust campaign, the well-known and highly regarded Latimer is in strong position to unseat the now unpopular Bowman.

APPENDIX: QUESTIONS CITED IN MEMO

If the June 2024 Democratic primary election for Congress were held today and the candidates were [RANDOMIZE LIST BELOW], and for whom would you vote, or are you undecided?
 [IF CANDIDATE, ASK:] Would you say you support (CANDIDATE) strongly or not so strongly? 0
 [IF UNDECIDED, ASK:] Toward whom do you lean?

	TOTAL	Strong	Not strong	Undec, lean
___ Jamaal Bowman.....	35	25	4	6
___ George Latimer.....	52	40	7	6
___ Peter Farber.....	0	0	0	0
Undecided.....	13			

As a public official do you think _____ [INSERT CANDIDATE] is doing an excellent job, a good job, only a fair job, a poor job, or aren't you sure? If you are not sure how good a job _____ [READ NAME] is doing just say so.

[RANDOMIZE]	TOTAL POS	TOTAL NEG	Excel -lent	Good	Only Fair	Poor	DK
___ Congressman Jamaal Bowman	36	55	12	24	27	27	9
7/22	50	28	14	37	20	8	21
___ Westchester County Executive George Latimer	68	18	29	39	15	4	13

ASK ONLY THOSE WHO KNEW BOWMAN. IF BOWMAN WAS CODED AS DON'T KNOW OR NEVER HEARD, GO TO NEXT SECTION] Next is a list of words and phrases which people use to describe political figures. For each word or phrase, tell me/indicate whether you think it describes Jamaal Bowman very well, pretty well, not too well, or not well at all. If you don't know how well a word or phrase describes Bowman, just say/indicate so {6}.

[RANDOMIZE]	TOT DESC.	TOT NOT DESC.	very well	pretty well	not too well	not well at all	DK	Not Asked
___ cares about people like you.....	45	35	25	20	12	23	6	14
7/22	60	13	26	34	6	7	5	22

ASK ONLY THOSE WHO KNEW LATIMER. IF LATIMER WAS CODED AS DON'T KNOW OR NEVER HEARD, GO TO NEXT SECTION] Next is a list of words and phrases which people use to describe political figures. For each word or phrase, tell me/indicate whether you think it describes George Latimer very well, pretty well, not too well, or not well at all. If you don't know how well a word or phrase describes Latimer, just say/indicate so {6}.

[RANDOMIZE]	TOT DESC.	TOT NOT DESC.	very well	pretty well	not too well	not well at all	DK	Not Asked
___ cares about people like you.....	66	11	35	31	7	4	4	19

Do you approve or disapprove of the job Joe Biden is doing in handling the Israel-Hamas war? **[IF APPROVE/DISAPPROVE, ASK]** Do you (approve/disapprove) strongly or not strongly?

TOTAL APPROVE	59
TOTAL DISAPPROVE	28
Approve, strongly	31
Approve, not strongly	29
Disapprove, not strongly	12
Disapprove, strongly	15
[VOL] Don't know	13

Thinking about the current conflict between Israel and Hamas since the October 7 terrorist attack, in general, do you think America should support **[ROTATE]** __Israel or __Hamas? **[IF ISRAEL/HAMAS IS NAMED]** Do you think America should support (Israel/Hamas) strongly or not strongly?

TOTAL ISRAEL	62
TOTAL HAMAS	5
Israel, strongly	38
Israel, not strongly	23
Hamas, not strongly.....	2
Hamas, strongly.....	3
[VOL] Don't know	33

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