

PRIME NEWS

PRIME NEW YORK ENTERS 21ST YEAR OF BUSINESS

PRIME NEW YORK, the oldest and most successful voter file company in New York gives you the service and support of political professionals. We can help you find your voters and target your lists for maximum impact. We provide voter data and statistics that help you target your message to your most likely voters. We create custom database products that can become the central nervous system of your campaign. We provide you with invaluable advice based on our experience in politics.

Above all, we ensure the accuracy and quick turnaround

of your order because we understand the time constraints that campaigns face. We can select voters by district or county, by age or gender, by ethnic group or voter history, by building size. Or any combination of these that campaigns need.

LINCOLN VOTERS EXCLUSIVELY FROM PRIME NEW YORK

Prime New York offers Lincoln Voters, an on-line, user-friendly, database program that campaigns have been using and we have been perfecting for the past 3 years.

Last year, we leased it to the get out the vote effort for State Senator Dan Squadron's campaign and it was also the engine that drove the canvassing program for Assembly Speaker Sheldon Silver's re-election.

2008 showed the importance of door to door and telephone canvassing campaigning. Lincoln Voters allows campaigns to identify their supporters and flag them, then build a network of friends and families. Constantly counting the voters gives a campaign the information they need to determine when they have the votes needed to win or how much effort is needed.

The system is secure and can be used by multiple supporters. You can upload lists and match them for voter information. It is robust for petitioning and turns the gathering process into a fully verifiable field operation.

You can mail from it, create lists and maintain the data you collect along the way, fixing phone numbers and e-mail addresses.

Let us know if you want a demonstration of how Lincoln Voters can help you win!

PRIME NEW YORK FOR VOTER E-MAIL CAMPAIGNS

As e-mails become part of the campaign landscape, there is a great need to effectively use e-mail. Just as there are rules to sending postal mail, there are rules governing how to send e-mail. We have teamed with The E-Mail House to handle political blasts in short order and inexpensively.

Planning an e-mail campaign to maximize impact is what gets it read. We have been sending mails for members of Congress, several initiatives, and other campaigns throughout New York State over the past two election cycles.

PRIME NEW YORK

Dear Friends,

Prime New York is pleased to send you our report of the final results of the 2008 elections in New York City for Special, Primary & General Elections.

2008 was an historic year in American politics and it may have also been the year that new technologies really made a difference – nationally and in New York.

Prime New York has always been on the cutting edge in the practical use of technology in politics and we like to think that's one reason why we've succeeded for 20 years.

We hope you find this year's Prime News informative. If you need any information and/or free stats, give us a call at 212-587-8080 or via e-mail at primeny711@aol.com.

Stuart Osnow Jerry Skurnik

check out our website at
www.primeny.com

2008 Election Results

*Indicates a candidate used products from Prime New York or Voter Contact Services

SPECIAL ELECTIONS

QUEENS

City Council

30th CD

*Anthony Como (PF)	2,442	32%
*Elizabeth S. Crowley (SF)	2,401	31%
Thomas V. Ognibene (EC)	2,110	27%
*Charles J. Ober (CF)	766	10%

PRIMARY ELECTIONS

QUEENS

Democrat

State Senate

10th SD

*Shirley L. Huntley	7,603	72%
Allan W. Jennings, Jr.	3,020	28%

15th SD

Joseph P. Addabbo, Jr.	3,130	80%
Albert Baldeo	655	20%

16th SD

*Toby A. Stavisky	5,459	67%
*Robert Schwartz	2,687	33%

Assembly

22nd AD

*Grace Meng	2,845	59%
*Ellen Young	1,991	41%

State Committee

22nd AD

*Donald Henton	1,027	55%
*Edwin Salas	851	45%

*Loretta Z. Weiss	1,086	65%
*Hyleta T. Babb-Summers	579	35%

District Leader

22nd AD, Part A

*John C. Liu	1,179	72%
*James J. Trikas	451	28%

*Martha Flores-Vazquez	566	55%
*Fay V. Myers	467	45%

22nd AD, Part B

*Julia Harrison	648	51%
*Mei-Hua Ru	630	49%

*James M. Wu	715	53%
*Terence Y. Park	637	47%

32nd AD, Part B

Thomas White, Jr	1,766	62%
Lynn Nunes	1,090	38%

Independence

State Committee

24th AD

Laura Boyd	25	76%
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Joyce Wong	5	24%
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26th AD

Drago Lovrin	33	56%
John Kopacska	26	44%

Nicole Schlott	32	62%
Socorro Acosta	20	38%

27th AD

Tanesha Lomax	31	58%
Pamela J. Rinardo	22	42%

Crosetti Denson	27	54%
Michael N. Niebauer	23	46%

BROOKLYN

Democrat

Congress

13th CD (Part is in S.I.)

*Michael E. McMahon	1,998	53%
Stephen A. Harrison	1,699	47%

State Senate

21st SD

*Kevin S. Parker	10,006	52%
*Simcha Felder	6,686	35%
*Kendall Stewart	2,651	13%

25th SD (Part is Manhattan)

*Daniel L. Squadron	5,640	52%
*Martin Connor	5,119	48%

Assembly

40th AD

*Inez D. Barron	2,922	42%
*Earl L. Williams	1,360	19%
Winchester Key	1,172	17%
*Kenneth Evans	821	12%
Nathan Bradley	753	11%

42nd AD

Rhoda S. Jacobs	3,982	78%
*Michele N. Adolphe	1,644	32%

55th AD

*William F. Boyland, Jr.	2,838	64%
Royston Antoine	883	20%
*Leonard Hatter, Jr.	728	16%

56th AD

Annette M. Robinson	4,046	75%
*Cenceria P. Edwards	1,372	25%

59th AD

*Alan N. Maisel	3,295	79%
H.R. Clarke	892	21%

Civil Court

1st JD

Devin P. Cohen	4,250	53%
*Roger B. Adler	3,810	47%

State Committee

40th AD

Carol B. Faison	2,211	45%
Alice Lowman	1,395	29%
Carolyn D. Faulkner	1,269	26%

*Earl L. Williams	2,147	36%
*Kenneth Evans	1,570	26%
Andre T. Mitchell	1,483	25%
Albert L. Scott, Jr.	761	13%

55th AD

*Kamaria Boyland	2,210	60%
Cleopatra Brown	1,498	40%

*William Boyland, Jr.	2,975	71%
Daniel Goodine, Sr.	1,196	29%

56th AD

Annette M. Robinson	3,735	73%
*Cenceria P. Edwards	1,397	27%

57th AD

*Walter T. Mosley III	3,184	60%
*William J. Saunders	2,149	40%

Republican

Congress

13th CD (Part is in S.I.)

Robert A. Straniere	882	66%
Jamshad I. Wyne	456	34%

Independence

State Committee

54th AD

Lawayne Perkins	29	62%
Melvin Brown	18	38%

STATEN ISLAND

Democrat

Congress

13th CD (Part is in Brooklyn)

*Michael E. McMahon	10,807	82%
Stephen A. Harrison	2,293	18%

Republican

Congress

13th CD (Part is in Brooklyn.)

Robert A. Straniere	3,324	54%
Jamshad I. Wyne	2,246	46%
*Carmine Morano (write-in)	573	1%

Independence

State Committee

60th AD

Paul Gibilisco	33	63%
Alan Weinman	19	37%

Marta Pabon	39	77%
Janis L. Gregory	12	23%

61st AD

Sarah Lyons	96	83%
Ellen R. Simonetti	20	17%

62nd AD

Frank Morano	53	63%
John Besignano	31	37%

Stephanie Morano	48	62%
Judith May	29	38%

63rd AD

Anita Lerman	27	75%
Rosie R. Canty	9	25%

Thomas Hamilton	26	68%
Michael Reape	12	32%

MANHATTAN

Democrat

State Senate

25th SD (Part is Brooklyn)

*Daniel L. Squadron	13,674	55%
*Martin Connor	11,298	45%

Assembly

64th AD

*Sheldon Silver	7,037	68%
Paul Newell	2,401	23%
Luke F. Henry	891	9%

72nd AD

*Adriano Espaillat	4,542	54%
*Miguel Martinez	3,860	46%

Surrogate

Nora S. Anderson	28,638	49%
*John J. Reddy, Jr.	15,305	27%
*Milton A. Tingling	14,758	24%

Civil Court

Countywide

Nancy M. Bannon	29,772	55%
*Michael L. Katz	23,881	45%

State Committee

69th AD

*Laurence G. Hirsch	2,871	51%
*Robert M. Ginsberg	2,794	49%

72nd AD

*Ricardo Urena	2,015	52%
*Rafael Escano	1,830	48%

Independence

State Committee

68th AD

Edward Brady	45	85%
Eyam Hymn	8	15%

Marian Rich	39	80%
Neomi Vazquez	10	20%

BRONX

Democrat

State Senate

33rd SD

*Pedro Espada, Jr.	4,988	60%
*Efrain Gonzalez, Jr.	3,350	40%

Assembly

79th AD

*Michael A. Benjamin	2,501	62%
*Sigfredo Gonzalez	1,509	38%

83rd AD

*Carl E. Heastie	3,981	79%
*Sherman Browne	1,039	21%

85th AD

*Ruben Diaz, Jr.	3,350	86%
Israel Cruz	547	14%

86th AD

*Nelson Castro	1,597	61%
Richard Soto	998	39%

Civil Court Judge

Countywide

*Elizabeth A. Taylor	21,271	55%
*Maria Matos	11,204	29%
Verena C. Powell	6,423	26%

State Committee

78th AD

B.J. Rivera	929	52%
Miguel Santana	859	48%

Maria Gonzalez	1,179	62%
Donna Benjamin	727	38%

Kevin S. Parker (WFP)	1,881	3%	Felix W. Ortiz (WFP)	985	5%	4th J.D. Lisa S. Ottley (D)	79,480	100%	Gloria La Riva (S&L)	110	1%	
Glenn P. Nocera (R)	5,954	9%	Luis A. Garcia (R)	2,161	12%				8th CD (Part is in Brooklyn) Jerrold L. Nadler (D)	121,386	79%	Jerrold L. Nadler (WFP)
Glenn P. Nocera (C)	640	1%	Grace Coen (C)	290	1%	STATEN ISLAND	Grace Lin (R)	23,129				15%
22nd SD			52nd AD						President			
*Martin J. Golden (R)	35,453	82%	Joan L. Millman (D)	42,629	82%	John McCain (R)	77,977	46%	Nydia M. Velasquez (D)	21,298	86%	
*Martin J. Golden (I)	3,815	9%	Joan L. Millman (WFP)	5,075	10%	John McCain (C)	4,462	3%	Nydia M. Velasquez (WFP)	1,126	4%	
*Martin J. Golden (C)	3,536	9%	Pedro V. Monge (R)	3,885	7%	John McCain (I)	3,623	3%	Allan E. Romaguera (R)	2,345	9%	
23rd SD (Part is in S.I.)			Pedro V. Monge (C)	387	1%	Barack Obama (D)	76,558	46%	Allan E. Romaguera (C)	190	1%	
*Diane J. Savino (D)	17,629	73%	53rd AD			Barack Obama (WFP)	2,753	2%	14th CD (Part is in Queens)			
*Diane J. Savino (WFP)	761	3%	Vito J. Lopez (D)	25,733	94%	Ralph Nader (P)	598	1%	*Carolyn B. Maloney (D)	137,313	76%	
Richard Thomas (R)	5,604	23%	Frances F. Cutrone (R)	1,531	6%	Bob Barr (LBT)	217	1%	*Carolyn B. Maloney (WFP)	5,032	3%	
Richard Thomas (I)	238	1%	54th AD			Cynthia McKinney (GR)	210	1%	Robert G. Heim (R)	37,244	20%	
25th SD (Part is in Manhattan)			Darryl C. Towns (D)	20,003	93%	Roger Calero (SWP)	49	1%	Isaiah Matos (LBT)	2,038	1%	
*Daniel L. Squadron (D)	27,928	81%	Darryl C. Towns (WFP)	499	2%	Gloria La Riva (S&L)	24	1%	15th CD			
*Daniel L. Squadron (WFP)	2,714	8%	Khorshed A. Chowdhury (R)	815	4%	13th CD (Part is in Brooklyn)			*Charles B. Rangel (D)	170,281	86%	
John G. Chomczak (R)	3,781	11%	Khorshed A. Chowdhury (C)	108	1%	*Michael E. McMahon (D)	82,698	57%	*Charles B. Rangel (WFP)	6,779	3%	
27th SD			55th AD			*Michael E. McMahon (WFP)	5,110	4%	Edward Daniels (R)	15,668	8%	
*Carl Kruger (D)	42,066	93%	William F. Boyland, Jr. (D)	26,774	96%	Robert A. Straniere (R)	48,892	34%	Craig Schley (VPC)	3,706	2%	
Vyacheslav Patrin (C)	3,040	7%	William F. Boyland, Jr. (WFP)	552	2%	*Carmine Morano (I)	4,071	3%	Martin Koppel (SWP)	2,141	1%	
Assembly			Jonathan Anderson (R)	516	2%	Timothy J. Cochrane (C)	3,541	2%	State Senate			
40th AD			56th AD			23rd SD (Part is in Brooklyn)						
Inez D. Barron (D)	28,528	95%	Annette M. Robinson (D)	30,991	99%	*Diane J. Savino (D)	26,663	77%	25th SD (Part is in Brooklyn)			
Inez D. Barron (WFP)	511	2%	Henry C. Snead, Sr. (R)	477	1%	*Diane J. Savino (WFP)	1,365	4%	*Daniel L. Squadron (D)	47,748	81%	
Kenneth Waluyn (R)	921	3%	57th AD			Richard Thomas (R)	6,117	18%	*Daniel L. Squadron (WFP)	3,012	5%	
Kenneth Waluyn (C)	97	1%	Hakeem S. Jeffries (D)	37,078	91%	Richard Thomas (I)	662	1%	John G. Chomczak (R)	8,242	14%	
41st AD			Hakeem S. Jeffries (W)	2,914	7%	24th SD			26th SD			
Helene E. Weinstein (D)	24,808	82%	Charles Brickous (R)	801	2%	Andrew J. Lanza (R)	66,211	62%	Liz Krueger (D)	89,409	74%	
Helene E. Weinstein (WFP)	739	2%	58th AD			Andrew J. Lanza (C)	4,704	4%	Liz Krueger (WFP)	2,635	2%	
Alan Bellone (R)	4,421	13%	N. Nick Perry (D)	29,628	99%	Andrew J. Lanza (I)	4,456	4%	Timothy L. Brown (R)	30,648	24%	
Alan Bellone (C)	519	2%	N. Nick Perry (WFP)	441	1%	Joseph J. Pancila (D)	32,013	30%	28th SD (Part is in Bronx)			
42nd AD			59th AD			Assembly			Jose M. Serrano (D)	25,586	85%	
Rhoda S. Jacobs (D)	25,108	94%	Alan N. Maisel (D)	24,659	95%	60th AD (Part is in Brooklyn)			Jose M. Serrano (WFP)	808	3%	
Alan Kesler (R)	1,643	6%	Edward P. Bracken (R)	1,316	5%	D. Janele Hyer-Spencer (D)	10,985	45%	Keesha S. Weiner (R)	3,229	11%	
43rd AD			60th AD (Part is in S.I.)			D. Janele Hyer-Spencer (WFP)	354	3%	Keesha S. Weiner (C)	271	1%	
Karim Camara (D)	25,972	90%	D. Janele Hyer-Spencer (D)	6,862	57%	D. Janele Hyer-Spencer (I)	881	4%	29th SD			
Karim Camara (WFP)	797	3%	D. Janele Hyer-Spencer (WFP)	3,925	33%	D. Janele Hyer-Spencer (I)	315	3%	Thomas K. Duane (D)	107,802	81%	
Stuart Balberg (R)	1,652	5%	Joseph F. Cammarata (R)	3,925	33%	Joseph F. Cammarata (R)	11,077	45%	Thomas K. Duane (WFP)	6,301	5%	
44th AD			Joseph F. Cammarata (C)	573	4%	Joseph F. Cammarata (C)	1,045	4%	Debra Leible (R)	19,008	14%	
James F. Brennan (D)	23,711	75%	Supreme Court			61st AD			30th SD			
James F. Brennan (WFP)	2,779	9%	8 Elected			Matthew J. Titone (D)	24,698	70%	Bill Perkins (D)	91,791	96%	
Yvette V. Bennett (R)	4,377	14%	Ariel E. Belen (D)	426,620		Matthew J. Titone (WFP)	1,276	3%	Bill Perkins (WFP)	3,915	4%	
Yvette V. Bennett (C)	542	1%	Ariel E. Belen (R)	75,225		Thomas W. McGinley (R)	8,578	25%	31st SD (Part is in Bronx)			
45th AD			Ariel E. Belen (C)	9,236		Rose Margarella (I)	985	2%	Eric Schneiderman (D)	67,557	86%	
*Steven Cymbrowitz (D)	11,015	50%	John M. Leventhal (D)	408,857		62nd AD			Eric Schneiderman (WFP)	3,437	4%	
*Steven Cymbrowitz (R)	10,320	47%	John M. Leventhal (C)	77,259		Lou Tobaccco (R)	26,975	64%	Martin Chicon (R)	6,830	9%	
*Steven Cymbrowitz (WFP)	538	2%	John M. Leventhal (D)	9,130		Lou Tobaccco (C)	1,906	5%	Stephen Bradian (R)	474	1%	
46th AD			Gloria M. Dabiri (D)	410,523		Lou Tobaccco (I)	1,529	4%	Assembly			
*Alec Brook-Krasny (D)	18,402	67%	Gloria M. Dabiri (C)	74,752		Albert J. Albanese (D)	11,816	27%	64th AD			
*Alec Brook-Krasny (WFP)	891	3%	Gloria M. Dabiri (R)	9,330		63rd AD			Sheldon Silver (D)	26,285	75%	
Robert P. Capano (R)	7,066	25%	Plummer E. Lott (D)	403,932		Michael J. Cusick (D)	20,538	56%	Sheldon Silver (WFP)	1,347	4%	
Robert P. Capano (C)	684	3%	Plummer E. Lott (R)	70,201		Michael J. Cusick (C)	1,210	3%	Daniel Maio (R)	7,387	21%	
Robert P. Capano (I)	500	2%	Plummer E. Lott (C)	8,656		Michael J. Cusick (I)	1,029	3%	65th AD			
47th AD			Marsha L. Steinhardt (D)	399,507		Michael J. Cusick (WFP)	791	2%	*Micah Z. Kellner (D)	35,546	73%	
*William Colton (D)	14,178	70%	Marsha L. Steinhardt (R)	70,462		David A. Pascarella (R)	12,539	26%	*Micah Z. Kellner (WFP)	1,126	2%	
*William Colton (WFP)	771	4%	Marsha L. Steinhardt (C)	9,160		Supreme Court			Georgiana Viest (R)	11,629	25%	
Russell C. Gallo (R)	5,229	26%	Ellen M. Spodek (D)	401,690		*Judith N. McMahon (D)	74,966	53%	66th AD			
Russell C. Gallo (C)	398	1%	Ellen M. Spodek (R)	72,867		*Judith N. McMahon (C)	5,852	4%	Deborah J. Glick (D)	46,556	93%	
48th AD			Richard Velasquez (D)	425,615		*Judith N. McMahon (WFP)	4,006	3%	Deborah J. Glick (WFP)	3,358	7%	
Dov Hikind (R)	10,521	53%	Paul Wooten (D)	410,577		Philip S. Straniere (R)	54,315	38%	67th AD			
Dov Hikind (D)	8,397	42%	Paul M. Atanasio (C)	16,043		Philip S. Straniere (I)	3,517	2%	Linda B. Rosenthal (D)	44,552	80%	
Herbert F. Ryan (C)	1,139	5%	Civil Court			MANHATTAN			Linda B. Rosenthal (WFP)	2,421	4%	
49th AD			Countywide			President			Eleanor Friedman (R)	8,820	16%	
*Peter J. Abbate, Jr. (D)	3,106	67%	3 Elected			Barack Obama (D)	554,974	82%	68th AD			
*Peter J. Abbate, Jr. (WFP)	928	5%	Alice F. Rubin (D)	423,983		Barack Obama (WFP)	17,152	3%	Adam C. Powell (D)	30,161	91%	
*Lucretia Regina-Potter (R)	4,787	25%	Ingrid Joseph (D)	416,364		John McCain (R)	82,666	12%	Norma Soriano (R)	2,122	6%	
*Lucretia Regina-Potter (C)	470	2%	Loren B. Schiffman (D)	410,423		John McCain (I)	5,170	1%	George L. Espada, Sr. (I)	627	3%	
*Lucretia Regina-Potter (I)	220	1%	Vincent D. Martusciello (R)	71,829		John McCain (C)	2,070	1%	69th AD			
50th AD			Vincent D. Martusciello (C)	8,947		Ralph Nader (P)	2,186	1%	Daniel J. O'Donnell (D)	43,123	100%	
Joseph R. Lentol (D)	24,538	90%	Philip J. Smallman (R)	67,983		Bob Barr (LBT)	1,377	1%	70th AD			
Teresa Puccio (R)	2,490	9%	Philip J. Smallman (C)	8,949		Cynthia McKinney (GR)	1,288	1%	Keith L.T. Wright (D)	36,073	95%	
Teresa Puccio (C)	252	1%	Theodore Alatsas (R)	66,892		Roger Calero (SWP)	252	1%				
51st AD			Theodore Alatsas (C)	8,794								
Felix W. Ortiz (D)	15,317	82%	1st J.D.									
			Devin P. Cohen (D)	47,883	100%							

Keith L.T. Wright (WFP)	1,057	3%
Rueben D. Riley, Sr. (R)	1,076	3%

71st AD

Herman D. Farrell, Jr. (D)	33,824	93%
Kenneth M. Britton (R)	2,646	7%

72nd AD

Adriano Espaillat (D)	25,955	92%
Adriano Espaillat (WFP)	757	3%
William Buran (R)	1,661	5%

73rd AD

*Jonathan L. Bing (D)	36,755	72%
*Jonathan L. Bing (WFP)	873	2%
David B. Casavis (R)	13,377	25%

74th AD

Brian P. Kavanagh (D)	36,697	82%
Brian P. Kavanagh (WFP)	2,066	4%
Bryan A. Cooper (R)	6,679	14%

75th AD

*Richard N. Gottfried (D)	41,357	79%
*Richard N. Gottfried (WFP)	2,095	4%
Saul J. Farber (R)	8,476	16%
Saul J. Farber (I)	895	1%

Surrogate

Nora S. Anderson (D)	424,226	100%
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Supreme Court

4 Elected		
Martin Schoenfeld (D)	415,070	
Martin Schoenfeld (R)	74,670	
Marcy L. Kahn (D)	397,985	
Marcy L. Kahn (R)	70,189	
Judith J. Gische (D)	410,953	
Shirley W. Kornreich (D)	405,703	

Civil Court**Countywide**

Nancy Bannon (D)	25,321	100%
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Civil Court**1st J.D.**

Frank P. Nervo (D)	37,378	100%
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BRONX**President**

Barack Obama (D)	330,875	86%
Barack Obama (WFP)	7,386	2%
John McCain (R)	37,199	10%
John McCain (C)	2,326	1%
John McCain (I)	2,158	1%
Ralph Nader (P)	475	1%
Cynthia McKinney (GR)	425	1%
Bob Barr (LBT)	209	1%
Roger Calero (SWP)	124	1%
Gloria La Riva (S&L)	103	1%

Congress**7th CD (Part is in Queens)**

Joseph Crowley (D)	77,301	84%
Joseph Crowley (WFP)	2,835	3%
William E. Britt, Jr. (R)	11,061	12%
William E. Britt, Jr. (C)	1,331	1%

16th CD

Jose E. Serrano (D)	123,312	94%
Jose E. Serrano (WFP)	3,867	3%
Ali Mohamed (R)	3,941	3%
Ali Mohamed (C)	547	1%

17th CD (Part is in Westchester & Rockland)

*Eliot L. Engel (D)	66,477	87%
*Eliot L. Engel (WFP)	1,994	3%
*Eliot L. Engel (I)	1,288	2%
Robert Goodman (R)	6,085	8%
Robert Goodman (C)	797	1%

State Senate**28th SD (Part is in Manhattan)**

Jose M. Serrano (D)	36,483	95%
Jose M. Serrano (WFP)	889	2%
Keesha S. Weiner (R)	1,149	3%
Keesha S. Weiner (C)	158	1%

31st SD (Part is in Manhattan)

Eric Schneiderman (D)	9,398	82%
Eric Schneiderman (WFP)	419	3%
Martin Chicon (R)	1,516	14%
Stephen Bradian (R)	188	1%

32nd SD

Ruben Diaz (D)	67,268	93%
Ruben Diaz (R)	4,113	6%
William J. McDonagh (C)	918	1%

33rd SD

Pedro Espada, Jr. (D)	52,090	97%
William J. Sullivan (C)	1,377	3%

34th SD (Part is in Westchester)

*Jeffrey D. Klein (D)	34,160	72%
*Jeffrey D. Klein (I)	2,067	4%
*Jeffrey D. Klein (WFP)	1,610	3%
Daniel Fasolino (R)	8,749	19%
Daniel Fasolino (C)	1,219	2%

36th SD (Part is in Westchester)

Ruth H. Thompson (D)	67,712	95%
Ruth H. Thompson (WFP)	1,422	2%
Curtis Brooks (R)	2,177	3%
Curtis Brooks (C)	258	1%

Assembly**76th AD**

Peter M. Rivera (D)	26,040	90%
Peter M. Rivera (WFP)	792	3%
Charles Serrano (R)	1,895	7%
Charles Serrano (C)	272	1%

77th AD

Aurelia Greene (D)	23,429	95%
Aurelia Greene (WFP)	428	2%
Anthony Curry (R)	760	3%
Anthony Curry (C)	89	1%

78th AD

Jose Rivera (D)	18,452	90%
Jose A. Torres (R)	1,464	7%
Jose A. Torres (I)	237	1%
Robert Lupo II	222	1%

79th AD

Michael A. Benjamin (D)	25,303	96%
Michael A. Benjamin (WFP)	780	3%
Sigfredo Gonzalez (C)	364	1%

80th AD

Naomi Rivera (D)	20,705	77%
Louise DeLucia (R)	4,917	19%
Patrick McManus (C)	665	2%

81st AD

Jeffrey Dinowitz (D)	27,440	90%
Jeffrey Dinowitz (WFP)	1,262	5%
Jeffrey Klapper (R)	1,271	5%

82nd AD

Michael R. Benedetto (D)	28,402	80%
Michael R. Benedetto (WFP)	1,271	4%
Raymond Capone (R)	5,368	14%
Raymond Capone (C)	724	2%

83rd AD

Carl E. Heastie (D)	30,120	95%
Carl E. Heastie (WFP)	464	1%
Michael Blot (R)	821	3%
Michael Blot (C)	88	1%

84th AD

Carmen E. Arroyo (D)	22,575	99%
Frank Dellavalle (C)	271	1%

85th AD

Ruben Diaz, Jr (D)	22,268	91%
Ruben Diaz, Jr (WFP)	755	3%

Nelson Moran (R)	867	3%
Sandra Eligon (C)	192	1%

86th AD

Nelson Castro (D)	18,248	95%
Lisa M. Campbell (R)	762	4%
Lisa M. Campbell (C)	148	1

Supreme Court

Alexander W. Hunter, Jr (D)	254,188	89%
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Raphael Savino (R)	26,935	9%
Raphael Savino (C)	3,804	2%

Civil Court**Countywide**

Elizabeth A. Taylor (D)	256,041	90%
Marcos A. Pagan III (R)	24,245	9%
Marcos A. Pagan III (C)	3,379	1%

UPDATES TO THE VOTER FILE

MORE ETHNIC INFORMATION

As part of our continuing efforts to improve our ethnic selections, we have now flagged voters who are likely to be either Sephardic Jews or recent immigrant Jews from the former Soviet Union. These ethnic dictionaries should be used along with geographic selections to select voters who are probably part of these growing voter constituencies.

We have also enhanced the selection capabilities on our voter file to help identify African-American and Hispanic voters. This coding, based on a model developed by YouGov/Polimetrix, assigns a probability that a voter is African-American or Hispanic. Independent, third-party testing has shown the model results

to have double-digit gains in coverage and accuracy when compared to leading products currently available in the market.

BUILDING INFORMATION UPDATED

We have updated our exclusive building match, where we have flagged voters as likely to be living in five types of dwelling – New York City Housing Authority projects, Co-ops or Condos, Mitchell-Lama Co-ops, rent regulated & owner occupied.

This data is not 100% accurate as it based on an address match and not on a voter match. For example a resident of a co-op might be a renter rather an owner. However this data can prove to be invaluable to campaigns.

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E-Mail FAQ

Voter E-mails have been a rapidly growing part of our business. But many still have many questions about using e-mail to reach voters. Our colleagues at @dvocacy inc. have put together an informative FAQ about we and they work with e-mails.

Where do you get the e-mail addresses?

We start with our voter file. It is matched against commercial databases. The databases practice the highest standards laid out by the Direct Marketing Association (DMA), the Council for Responsible E-mail (CRE) and the Association for Interactive Media (AIM). These include obtaining permission from the individual to share their e-mail address, and checking the lists continually against the DMA's E-mail Preference Service, a national list of individuals who do not wish to receive e-mail solicitations.

How good is the data?

E-mail addresses are matches against entire records in both the voter file and the commercial databases; that is, the records include name, mailing address, and e-mail address. Everyone on the list is then sent an e-mail saying that campaigns and interest groups would like to contact them. The recipients can opt out by clicking a link or replying. This process is also used to clean out bounces.

Is this Spam?

No, spam is unsolicited commercial e-mail. Political e-mail is exempt from the CAN SPAM laws; however, we comply with the law as a matter of policy and use only permission-based lists. A client's e-mail message must have the name of the sender and reply email address included.

Will my e-mail message be blocked?

If the server is not white-listed, they may be spam blocked. If there are a very small numbers of opens in a particular e-mail address (e.g. no AOL opens), then the message is being spam blocked. You should always use a server that is white listed with the major ISPs (AOL, MSN, Yahoo!, etc.) so messages are not filtered or spam-blocked.

What Does the "Open Rate" Mean?

The "Open Rate" only captures a fraction of the number of people opening the e-mail. They open their e-mail while they are online. It will not record e-mails downloaded by Outlook or G-Mail. It will report AOL subscribers who read their mail online but not those that use a flash session.

The Open Rate is important because it provides a relative measure of number of people opening an e-mail. An e-mail with a 10% open rate is being opened by more people than one to the same list with 5%.

The open rate is the percentage of the email recipients who are different readers of each message. You can send out a large number of messages to a list, and although none of the individual messages had better than a 10% open rate – at the end of the campaign 60% had opened messages. Given the nature of open rates, that would indicate almost total saturation.

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