



MEMORANDUM

TO: BOB ASHER – GOP NATIONAL COMMITTEEMAN, PENNSYLVANIA
KEYSTONE ALLIANCE PAC

FROM: NEIL NEWHOUSE – PUBLIC OPINION STRATEGIES

SUBJECT: RECENT POLL RESULTS

DATE: MAY 5, 2009

Bob, as you know, Public Opinion Strategies just completed a statewide survey on behalf of you and the Keystone Alliance PAC of 700 likely 2010 voters in Pennsylvania, with an additional oversample of 179 past GOP primary voters. The poll was conducted on May 3-4, 2010 and has a margin of error of +/- 3.7% among likely general election voters and +/- 4.62% among GOP primary voters.

The overall sample was weighted slightly to reflect current party registration in the state (37%R/51%D) and African-American composition (13%).

Key Points:

- ✓ ***Former Pennsylvania Governor Tom Ridge leads Senator Specter by 48%-41%.***
Former Governor Tom Ridge has a 48%-41% lead over Senator Arlen Specter on the trial heat, with 35% of Pennsylvania voters say they would “definitely” vote for Ridge against 26% showing the same level of commitment to Specter. Ridge wins the GOP vote by 85%-9%, Independents by 54%-31%, and loses Democrats to Specter by 20%-67%.

Regionally, Specter wins only the Philadelphia media market (54%-34%), and loses every other major market in the state by at least twenty points.

Ridge’s strong ballot showing can be attributed to his very positive image in the state, as 67% of voters statewide have a favorable impression of him, against just 18% who are unfavorable. Specter, on the other hand, is viewed favorably by 50% of voters and unfavorably by 40%.

- ✓ ***Specter leads former Congressman Toomey by 49%-40%.***
Senator Specter has a 49%-40% lead over former GOP Congressman Pat Toomey. Against Toomey, Specter wins Democrats 76%-14%, wins Independents 39%-37%, and loses Republicans by 15%-76%. And, despite Toomey’s base in the Lehigh Valley, he’s unable to hold that region against Specter, losing by 51%-39%.

✓ ***Ridge leads Pat Toomey in a GOP primary match-up by 60%-23%.***

While former Congressman Pat Toomey's image among GOP primary voters is a respectable 42% favorable – 8% unfavorable rating, Ridge's scores are a sky-high 80% favorable – 8% unfavorable, with fully 41% of GOP primary voters having a “very favorable” impression of him.

Ridge's image advantage propels him to a wide lead over Toomey on the GOP trial heat, defeating him by a 60%-23% margin. Ridge wins narrowly among “very conservative” GOP'ers (44%-38%), and by wide margins among “somewhat conservatives” (61%-22%) and “moderates” (71%-10%).

Bottom Line

Senator Specter's party-switch has not ensured his re-election. In fact, former Governor Tom Ridge leads him on the trial heat by nine points, and former Congressman Pat Toomey trails Specter by just nine points, despite not being all that well-known statewide.

But, the strength of Ridge's candidacy is remarkable – fully two-thirds of voters in the state have a favorable impression of him, he leads the GOP primary by nearly 40 points, and he's leading the incumbent US Senator by seven points on the ballot.

Tom Ridge would be a very significant obstacle in Arlen Specter's drive for re-election.