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James Lee, President

TO: Carol Aichele for Lieutenant Governor

FROM: Jim Lee, President

RE: **Statewide Lt. Governor Candidate Profile Poll Results**

DATE: January 26, 2010

### **Methodology:**

This candidate profile statewide survey was conducted January 20-24, 2010 with 700 likely general election voters on behalf of Carol Aichele for Lt. Governor. Only voters with prior vote history in key general elections 2008, 2007, 2006 and 2005 were contacted (as well as new registrants since January 2008), with a special emphasis on G07, G06 and G05 to reflect likely turnout in a non-presidential general election. Interviews are randomly selected and conducted via telephone using our professionally-trained survey research staff from our Harrisburg telephone call center. Interviews are closely monitored to ensure a representative sample of Pennsylvania's electorate is achieved based on geography, party affiliation, gender, age and other demographics; results are sometimes statistically weighted for key demographics. The margin of error for a sample size of 700 is +/-3.7% at the 95% confidence level, but higher for subgroups of respondents.

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### **Executive Summary:**

The recently-completed statewide survey of likely general election voters comparing your background and credentials with several announced GOP candidates for Lt. governor shows most voters believe you are the best choice to run as a team with the Republican nominee for governor in November. Consider the following:

#### **I. Most Believe Carol Aichele's Diverse Background in Both Public Service and Private Sector Is the Best Choice for the GOP Ticket in November**

In an informed match-up after voters are provided with brief biographical sketches about your background and credentials as well as four of the other leading announced Republican candidates for Lt. governor, 49% of likely voters say you would make the best candidate to run as a team with the GOP nominee for governor in November. This compares to 12% for Chet Beiler, 9% for Jim Cawley, 7% for Joe Watkins and 5% for Nick DiFrancesco; 12% were undecided, 3% said someone else and 3% said they either didn't care or refused to answer. In addition, you receive the most support among Republicans, Democrats and Independents as well as among "swing" voters and those who say they are still undecided in the upcoming election for governor.

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The biographical sketches for the five announced candidates that were presented to voters are included with the top line document following this summary.

	<u>All</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
1. Aichele	49%	45%	52%	55%
2. Cawley	09%	09%	10%	07%
3. DiFrancesco	05%	03%	07%	07%
4. Beiler	12%	19%	06%	09%
5. Watkins	07%	08%	06%	07%
6. Undecided	12%	15%	10%	13%
7. None/other	03%	01%	04%	02%
8. Don't care/not applicable	03%	--	06%	--

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In addition, voters overwhelmingly support your proven record on fiscal issues like holding the line on taxes and spending as a Chester County Commissioner, including:

- 86% of likely voters say they would be *more likely* to vote for a candidate for Lt. governor who implemented a fiscal management plan that saved taxpayers millions of dollars and resulted in the county being recognized as one of the country's most best-managed counties.
  - 79% of likely voters say they would be *more likely* to vote for a candidate for Lt. governor who as a county commissioner has been recognized for helping maintain one of the lowest property tax rates of any county in their region.
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## **II. Aichele Helps Deliver Critical Undecided, Swing and Southeast Voters in Governor's Race**

The poll also shows you are the best candidate to help the GOP nominee for governor shore up support with critical "swing" voters and those who say they are still undecided in the governor's race. In a hypothetical general election match-up for governor between Republican Tom Corbett and Democrat Dan Onorato, Corbett holds a 44/28 lead among all voters with 25% undecided. However, since the undecided vote is highest with both "swing" voters (at 34%) and those in the Southeast (at 31%), it is precisely these three subgroups of voters who will determine the next governor in November. Swing voters, or those who say they split their tickets in most elections, represent 31% of all voters in the poll and are critical for any statewide GOP candidate to get to fifty-one percent in a state like Pennsylvania known for its ticket-splitting. Support from Southeast voters around Philadelphia (i.e., Chester, Bucks, Montgomery and Delaware Counties) are also critical to GOP statewide candidates and represent more than 1 in 5 voters in a statewide election.

As the following chart illustrates, Aichele is by far the most preferred candidate with all three critical subgroups of respondents:

	<u>All</u>	<u>Swing</u>	<u>Und for Gov</u>	<u>S-East</u>
1. <b>Aichele</b>	<b>49%</b>	<b>53%</b>	<b>55%</b>	<b>50%</b>
2. Cawley	09%	12%	11%	14%
3. DiFrancesco	05%	07%	05%	03%
4. Beiler	12%	08%	04%	09%
5. Watkins	07%	07%	08%	05%
6. Undecided	12%	12%	12%	13%
7. None/other	03%	00%	02%	01%
8. Don't care/not app	03%	00%	04%	06%

### **III. Aichele's "Fresh Face" and Harrisburg Outsider Status Are Well-Received by Voters**

- By a 74/15 margin, voters say they would be more likely to support a candidate for Lt. governor “*who has a diverse background and would be considered a newcomer or fresh face in Harrisburg*”, rather than a candidate “*who has a background mainly in political and government-related jobs and would be considered a political insider in Harrisburg*”. This means unlike other leading candidates who have built up strong resumes by working mainly in state government jobs in Harrisburg, you are the only viable candidate who helps solidify Tom Corbett's law-and-order image as a reformer, which is critical at a time like this when the image of both the state legislature and Harrisburg are at near record lows.

Other important results of the poll include:

- By a 71/18 margin, voters say a candidate's background and experience on economic issues (like taxes, spending and improving the economy) is more important than their positions on social and cultural issues like abortion and gun control. This means in an environment where most are concerned about traditional pocketbook issues the economy, jobs and fiscal issues, your proven record as a county commissioner on fiscal issues like holding property tax rates stable and managing the county's budget is of paramount concern to voters, while the positions of candidates on social issues will be of marginal importance to key swing voters in a general election.
- A combined 87% of voters say it is important for a candidate for Lt. governor to have experience as a small businessperson in the private sector, while 58% of likely voters say they would be *less likely* to vote for a candidate for Lt. governor who has a background mainly in political and government-related jobs but no experience in the private sector. In this anti-incumbent political environment where voters are looking for real solutions to tough economic problems, having private sector qualifications is an important attribute you possess, and one that other leading GOP candidates for Lt. governor lack.