



CONFIDENTIAL MEMORANDUM

TO: Meehan for Congress Team

FROM: Tony Fabrizio and David Lee

RE: Key Survey Findings – PA 7th CD

DATE: July 8, 2010

What follows are some of the key findings from our recently completed survey in Pennsylvania's 7th Congressional District¹.

SUMMARY

Pat Meehan is well positioned to be the next Congressman from Pennsylvania's 7th District. Voters in this district want to elect a "check and balance" to President Obama. Meehan has broader awareness and a stronger image than his opponent, and currently holds a decisive 21 point lead over Democrat Bryan Lentz.

✓ **Voters want a "Check and Balance" to Obama policies, not a "Rubber Stamp."**

By a decisive 10 point margin, voters in Pennsylvania's 7th District would prefer a GOP candidate who would be a "check and balance" to the President's policies over a Democrat who would support the President.

"All other things being equal, if the election for Congress were held today, would you be MOST likely to vote for ... (ROTATE) a Democrat who supports President Obama's policies and programs OR a Republican who will be a check and balance to President Obama's policies and programs? (PROBE: Definitely/Probably)"

TOTAL GOP	49%
TOTAL DEMOCRAT	39
Definitely GOP	37
Probably GOP	12
Probably Democrat	12
Definitely Democrat	27
Unsure/Depends/Undecided (Do Not Read)	10
DK/Refused (Do Not Read)	2

¹ Fabrizio, McLaughlin and Associates conducted a survey of 400 likely 2010 voters in Pennsylvania's 7th Congressional District on June 16 and 17, 2010. The survey has a margin of error of +/- 4.9% at the 95% confidence interval.

- ✓ **Despite Lentz being a State Legislator, Meehan has superior awareness and image.**

At this juncture, Pat Meehan holds almost a two-to-one awareness advantage over Bryan Lentz. Moreover, Lentz’s positive image is somewhat anemic at a 1.7:1 ratio, whereas Meehan garners a stronger positive image of nearly 3:1.

“Now I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so. (PROBE: VERY/SOMEWHAT FAVORABLE/UNFAVORABLE) (RANDOMIZE LIST)”

	Bryan Lentz	Pat Meehan
Total Awareness	39%	72%
Favorable	12	33
Unfavorable	7	12
No Opinion	20	27
Never Heard of	61	28

- ✓ **Meehan holds significant early lead over Lentz.**

Pat Meehan currently holds a very significant 21 point lead over Bryan Lentz district-wide. As significant as the size of the lead, is the underlying intensity of Meehan’s vote as compared to Lentz’s. Meehan holds a 12 point lead over Lentz when comparing “definite” voters.

“If the election for Congress were held today and the candidates were (ROTATE) Pat Meehan, the Republican and Bryan Lentz, the Democrat, for whom would you vote? (PROBE: Definitely/Probably)”

TOTAL MEEHAN	47%
TOTAL LENTZ	26
Definitely Meehan	29
Probably Meehan	18
Probably Lentz	8
Definitely Lentz	17
Undecided (Do Not Read)	28

Key Demographics:

“With which political party are you REGISTERED? Are you registered as a...(READ AND ROTATE)”

Democrat	38%
Republican	47
Independent	9
Something else	3
Refused (Do Not Read)	3

“What is your racial background?”

White	86%
African American/Black	5
Asian American	1
Hispanic or Latino	*
Other	4
Refused (Do Not Read)	4

“What is your age?”

18-24	4%
25-34	9
35-44	13
45-54	21
55 – 64	25
65+	26
Refused (Do Not Read)	2

Gender: (By observation) (If female, ask: Are you employed outside the home?)

TOTAL MALE	48%
TOTAL FEMALE	52
Female, working outside the home	29
Female, homemaker	19
Female/Refused (Do Not Read)	5