



To: Interested Parties
From: Whit Ayres, Jon McHenry and Dan Judy
Date: August 12, 2010
Re: The State of the PA 03 Race

Our polling, conducted for American Action Forum on July 28, 29, 31, and August 1, with 400 likely general election voters, shows a competitive contest in the district. Despite challenger Mike Kelly having just 62 percent name recognition, he leads Representative Kathy Dahlkemper by a 52 to 38 percent margin.

Beyond the ballot test, the key results from the survey are:

- 1. The economy is the most important issue.** In response to an open-ended question, 47 percent of voters name the economy as the most important issue (9 percent name health care). When presented with seven options in a closed-ended question, 25 percent of voters say “*creating new jobs*” is most likely to affect their vote for Congress, 21 percent say “*controlling government spending,*” and 21 percent say “*making Washington, DC more accountable.*”
- 2. Voters identify most of the positive characteristics tested with Kelly, despite Kelly’s lower name recognition.** Voters say “*will work to get government spending under control*” (39 to 23 percent), “*will fight to keep taxes low*” (36 to 23 percent), “*will do the right thing to fix the health care reform bill*” (37 to 26 percent), and “*has new ideas that will change our country for the better*” (33 to 23 percent), and “*will promote policies that are good for the economy*” (33 to 27 percent) better describe Kelly than Dahlkemper. The better-known Dahlkemper has an advantage on “*is honest and trustworthy*” by a 26 to 22 percent margin.
- 3. Dahlkemper’s vote to support ObamaCare is her greatest tested weakness.** Forty-five percent of voters are much less likely to support her because of her vote “*for ObamaCare, the Democratic health care reform bill*” (10 percent say it would make them somewhat less likely to support her and 40 percent say it would have no real effect on their vote). Voters in the district oppose the health care reform plan by a 55 to 34 percent margin.
- 4. Voters in the district view both Barack Obama and Nancy Pelosi unfavorably.** President Obama draws a 38 to 53 percent favorable to unfavorable rating, while Speaker Pelosi draws a 22 to 63 percent rating.

Methodology

All respondents were selected randomly from a list of registered voters in the district, and indicated they are likely to vote in the elections for Congress this fall, and interviews were conducted by live interviewers. Quotas were set by gender, age, and county consistent with past participation. The margin of error is ± 4.90 percent when respondents split evenly on a question.