



To: Interested Parties
From: Whit Ayres, Jon McHenry and Dan Judy
Date: August 12, 2010
Re: The State of the PA 10 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 Tom Marino having just 59 percent name recognition compared to Representative Chris Carney's 94 percent name recognition, Marino leads on the ballot by a 52 to 37 percent margin.

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

1. The economy is the most important issue, although making Washington more accountable is also a big concern. In response to an open-ended question, 44 percent of voters name the economy as the most important issue. When presented with seven options in a closed-ended question, 25 percent say "*making Washington, DC more accountable*" is most likely to affect their vote for Congress, 23 percent of voters say "*creating new jobs*," and 17 percent say "*controlling government spending*."

2. Voters identify most of the positive characteristics tested with Marino. Voters say "*will fight to keep taxes low*" (36 to 17 percent), "*will work to get government spending under control*" (35 to 17 percent), "*will do the right thing to fix the health care reform bill*" (34 to 22 percent), "*has new ideas that will change our country for the better*" (30 to 18 percent), and "*will promote policies that are good for the economy*" (31 to 21 percent) better describe Marino than Carney.

The two candidates split on "*is honest and trustworthy*," at 21 percent apiece.

3. Carney's votes for earmarks and to support ObamaCare are his greatest tested weaknesses. Forty-nine percent of voters are much less likely to support him because "*he sponsored over 70 million dollars in earmarks as the federal budget deficit rose to record levels*" (19 percent say they are somewhat less likely to support him, and 26 percent say it has no real effect on their vote), and 48 percent are much less likely to do so because of his vote "*for ObamaCare, the Democratic health care reform bill*" (11 percent say somewhat less likely, 36 percent say no real effect). Voters in the district oppose the health care reform plan by a 56 to 32 percent margin.

4. Majorities of voters in this district view both Barack Obama and Nancy Pelosi unfavorably. President Obama draws a 35 to 57 percent favorable to unfavorable rating, while Speaker Pelosi draws a 20 to 64 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.